THE
SURVEY
MIDMONTHLY
JULY 15, 1929

21 Million New Yorkers
By Thomas Adams

Girls Who Write Letters
By Ruth Shonle Cavan

Suicides
Homes for Veterans
Richmond Goes Adventuring
Ohio Conferences Take to the Road
Hospitals Look Overseas
Pay or Quit the Job
The Village

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THE SURVEY

Midmonthly Number

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All issues of The Survey are indexed in the Readers' Guide to Periodical Literature, to be found in most public and college libraries.

The Gist of It

IN the editor's note accompanying the report of the New York Regional Plan, page 435, there was a phrase reading, "THOMAS ADAMS, the distinguished Scotch city planner," which Mr. Adams carefully deleted in proof. It is hereby restored in a column which he will not see until after it has been printed. Yankee editors can be as stubborn as Scotchmen! Mr. Adams has spent his life in city planning and laying out garden cities, from Letchworth on, in Scotland, England, Canada and the United States. He has been a resident of New York City since the Regional Plan got under way and it is good news he will return in the fall after a holiday abroad.

THE study of stenographers and other business girls reported by RUTH SHONLE CAVAN on page 438, sponsored by the Religious Education Association and the Y.W.C.A., will be published almost immediately by the R.E.A. under the title, Business Girls: A Study of Their Interests and Problems. Mrs. Cavan is assistant secretary of the association, doing chiefly editorial work, a former resident of Hull-House, and the wife of the professor of education at Rockford College.

HOW OHIO took social work to the people on whom the ultimate responsibility rests is told on page 443 by BEATRICE MINNICH, field representative of the division of charities of the Ohio State Conference of Public Welfare, who was responsible for organizing and developing the thirty-nine district child welfare conferences held in 1928 and 1929.

AMELIA SEARS, who reviews on page 445 the new Magna Carta of social case work formulated in the Milford Conference report published by the American Association of Social Workers, is assistant general superintendent of the United Charities of Chicago.

HOW the hospital is gearing its services not only into its own community, but into the practice and experience of medical care the world over is told on page 447 by DR. RENÉ SAND, secretary of the League of Red Cross Societies with headquarters in Paris, who was secretary of the first International Conference of Social Work at Paris last summer and has been president of the first International Hospital Congress recently held at Atlantic City.

ON page 448 LUCILE EAVES, director of the research department of the Women's Educational and Industrial Union of Boston, concludes the story of the remarkable studies of that city in chronic illness, parts of which were published in The Survey of March 15 and May 15.

MRS. P. H. VALENTINE, executive director of Smith Memorial Playgrounds and Playhouses of Philadelphia, tells how the children who enjoy the facilities of these playgrounds have themselves invented a new type of recreation, as fascinating to the youngsters as it is instructive. Page 451.

HOW the community may be dramatized and thereby make its members conscious of their common interests, is told by ARTHUR A. GUILD, director of the Community Chest of Richmond, Virginia, in his description of Adventure Days recently staged in that historic old city. Page 452.

DR. S. JAMES HERMAN, who describes California's experiment in housing for World War veterans, is executive director of the Michigan Housing Association. Page 453.

LEIGH MITCHELL HODGES is publicity director of the Children's Bureau of Philadelphia, of which J. Prentice Murphy is executive secretary. For many years he has also conducted a newspaper column—The Optimist—formerly for The Philadelphia North American and recently for The Philadelphia Evening Bulletin. Page 457.

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THE SURVEY
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21 Million New Yorkers

By THOMAS ADAMS

WHEN we look back over the less than thirty years of this century we may well be amazed at the vast changes and the enormous expenditures which have been necessary to meet them. To mention only a few will show the astounding power of New York to re-form and re-create itself; and will give us the background of the great community of twenty-one million souls which the Regional Plan of New York envisages by the year 1965—a community occupying twenty-two counties in New York, New Jersey and Connecticut, within a radius of fifty miles of City Hall, Manhattan; an area of 5,528 square miles, running from the sandy ocean beaches to the Highlands of the Hudson. Now 471 separate communities; then one region.

Thirty or forty years is a short period in the life of a city, and yet it is long enough to witness a complete reformation in its growth. The significance of the changes is more in their effect on growth and distribution of industry and population than in the simple fact that they have occurred. A complete record of the major enterprises of a quarter century within this region alone would fill a volume. Their cost, if added, would prove almost as startling as any estimate that might now be made as to the cost of carrying out the projects put forward in the Graphic Plan. I can make only a brief reference to some of the outstanding developments.

In the general field of railroad transportation, changes in the city since the beginning of the century have included 351 miles of electrified operation in the region. The Pennsylvania Terminal was opened in 1910 and the new Grand Central Terminal in 1913. The first rapid transit subway line in New York City was not opened until 1904, and the Hudson and Manhattan Tubes in 1908. The Manhattan and Queensboro Bridges were both completed in 1909.

Highway improvements prior to 1900 were primitive and few in number. Asphaltic and cement surfaces are inventions of this century, and so is the development of the motor car. In 1902 there were 1,793 miles of paved streets in the City of New York. At the beginning of 1929 there were 2,359 miles paved; yet there were still 1,939 miles of unpaved streets. Riverside Drive was extended north of 135th Street as recently as 1909. The Grand Concourse in The Bronx was not opened until 1909 and the Bronx Parkway finished in 1923. The Westchester parkway system is the result of less than ten years of work. In 1911 and later it was possible to close Fifth Avenue on a week-day for a Marathon race without serious interference with traffic! The Holland vehicular tunnel under the Hudson River has been open only two years and the first new bridge connecting Manhattan and New Jersey was begun in 1927. Two bridges were completed and a third was started in 1928 between Staten Island and New Jersey. The first great highway with separated grades is now being constructed from the Holland Tunnel to beyond Newark.

In ten years about 22 landing fields for air transportation have been constructed in the region. New York City's first municipal airport, Floyd Bennett Field at Barren Island in Brooklyn, was started in 1928. Mapping of land by aerial photography has achieved its present standard only within the last five years.

THE steel frame structure and the elevator are also twentieth century inventions; skyscrapers are as modern as the motor car. Their influence has only begun to be felt. What effect they have had is small compared to what may be expected. In 1902 there were only 184 buildings of ten stories or more in Manhattan south of 65th Street; by 1925 this number had increased to 935. In all of Manhattan there were in 1924 a total of 1,686 buildings of ten or more stories. Each year since has added many to the number.

As recently as 1921 there were only 53,071 acres of parks in the region as compared with over 90,000 acres today.

In the space at my disposal it is impossible even to list the precise proposals of the Graphic Plan. Indeed, at the presentation of the plan, George McAneny pointed out that it would require eight hours of speech if he were to give

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AFTER seven years of expert work and the expenditure of $1,000,000 appropriated by the Russell Sage Foundation, the Regional Plan of New York and Its Environs made public a report of one-half of its plan on May 27—the part having to do with means of communication and the uses of land. This it calls the Graphic Plan, the horizontal aspects of regional planning. At a second meeting in the fall it will report on individual buildings, the vertical aspects. The whole will be brought out in two elaborate volumes under the titles, The Graphic Plan, and The Building of the City, published by the Committee on Regional Plan, 130 East 22 Street, New York, at $25. A smaller, popular volume written by R. L. Duffus, will be published by Harper's, probably at $3.

The Regional Plan has been in charge of Thomas Adams with a staff of planners, engineers, architects, who have done a creative as well as a practical job. It is on a magnificent scale, covering the homes and workshops, the commerce, transportation and recreation of more people than live in any state except New York, or in the whole Dominion of Canada. The Survey here presents a brief report of the Graphic Plan by Mr. Adams, covering in particular the background of mechanical invention and the aspects of ideal as contrasted with practicable planning. Illustrated articles on the complete plan and its significance for the country as a whole, will be brought out in a fall number.

a one-minute description of each of the 471 proposals. I can only bring out some of the major features of the proposals which must first be considered.

Development of the present Port of New York, including both the New York and the New Jersey shores, is the matter of greatest importance in the planning of the region, and the comprehensive plans prepared for its extension should be amplified, adopted and carried out. The plan includes extensions of railroads and rapid transit lines so as to indicate the possibilities in regard to these main features of transportation and thereby to enable proper consideration to be given to the relation of these features to the planning of highways and land uses, and *vice versa*.

A proper solution of the transportation problem should provide for electrification of trunk lines, unification of their management, creation and operation of belt lines. It is essential that suburban rapid transit should be considered independently of trunk railroad facilities, and it is in this connection that there is probably the greatest demand for new facilities. The suburban rapid transit system should be planned in harmony with the other features of a comprehensive plan of physical growth. One of the main needs of the region is the construction of a metropolitan railroad, rapid transit and highway loop. Such a loop should make an attractive corridor, providing in some places for adjoining residential areas, and in others for industry and business.

Comprehensive treatment of the highway system is necessary because highways come under the direct control of municipal authorities and are involved with all questions connected with utilization of land. An important feature of the plan is that it includes a great many highway proposals already adopted by official bodies, and greatly adds to the value of these proposals by classifying them and co-ordinating them in a complete system. The proposals shown for marginal ways along the edges of Manhattan and elsewhere are of primary importance. The plan shows certain lines of approach by highway to the 178th Street Bridge and to the positions proposed for other new bridges and tunnels. It is urgently necessary that these be dealt with on comprehensive lines.

The Graphic Plan, while indicating the adaptability of land for different uses, does not specify precise boundaries and does not deal with the problems of heights, densities and area of occupancy of building. These are matters which do not lend themselves to being placed on a map but are dealt with in Plan Volume II, to be published in the fall.

It is of vital importance for the future welfare of the communties in the region that the utmost should be done to promote more spaciousness in all new developments and to conserve as many private open spaces as possible. In particular it is desirable to discourage conversion of golf courses, or large acreage residential properties, into building developments, in those places where there is already other land that is better adapted to subdivision.

The Graphic Plan has been prepared on the basis that administrative as well as economic and physical changes are inevitable, and that there are enormous new developments in prospect in the future which may either create new evils or, by well-conceived planning, both prevent new evils and arrest those with which communities are now confronted. While the basic plan has been conceived in an endeavor to comprehend future needs, it is conceived also in the belief that the solution of the problems of the present lies in the proper understanding of what these future needs are likely to be. The idea that the problems of today can be solved without study of trends of growth and planning for the future, underlies much of the inertia of the so-called practical man towards the planning of cities. Much of the inability to deal with current problems is due to a too prevailing unwillingness to look over them to what lies ahead. The policy that needs to be pursued in the interests of posterity is the one that will most help the present generation.

IN making the plan it has not been assumed that the maintenance of present standards of health, safety and convenience will be satisfactory for the increased population of the future. It seems to be inevitable that a population of twenty-one million will need higher average standards of living conditions and of efficiency and economy in the processes of production and government, than a population of ten million. So far as new needs and desires are concerned, new measures will no doubt be taken as demands arise, to obtain the necessary satisfactions. So far, however, as future demands are occasioned by acceleration of growth and by new inventions as well as by the combined results of increased expansion over wider areas—it will be impossible to introduce measures in the future to adequately overcome

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the evils that will arise from failure to lay the right foundations now in advance of growth. With the prospects that are in view it may be anticipated that as the population increases the quality of artificial environment of the urban areas must be raised.

THE question of what is practical depends as much on what is permissible under the law as it is or may be made, as it does on what is financially feasible. In a regional plan, however, we are more concerned with what the law ought to permit to meet conditions as they are likely to arise in the future than with what is now authorized by the law. Such a plan should be based on the principle stressed by Edmund Burke on American Taxation: "It is not what a lawyer tells me I *may*, but what humanity, reason and justice tell me I *ought* to do." In the future the people will determine what law and interpretations of police power are fitted for conditions that will then arise. At the same time we have to base our expectations of a broader law on the general principles laid down in the existing law and in the best judgments of the courts. As a general principle we may accept as sound the view expressed in a judgment in the courts of Massachusetts, namely, that "the absolute right of the individual must yield to and be modified by corresponding rights of other individuals in the community. The resulting general good of all, or the public welfare, is the foundation upon which the power rests."

ON this broad basis we may anticipate that, where needed, the law will be changed so as to secure any reasonable restriction of the rights of private owners or of one part of the public, or to modify the rights of individuals or corporations in their mutual relations, so that the general welfare of the whole community will be obtained. The Regional Plan must seek to set up a conception of what is best for the community under conditions as they are likely to be in the future, and leave it to the good sense and sound judgment of future generations to modify the law in accordance with the above principles. Even if the proposals are mistaken in their conception of what is best, they should not be circumscribed by considerations of that which is only now practicable.

It is difficult to suggest a program that depends for the support needed to carry it out on a more intelligent public opinion than now exists, and yet is limited in the ideal it seeks to achieve by those practical considerations that must always keep collective effort from achieving a high degree of perfection in artificial growth. Because of this, the plan may fail to satisfy either the practical man who thinks mainly of the immediate present, or the idealist who dreams of a perfect future.

Thus the plan will appear to some to be too idealistic in its conception of what is needed, while to others it will appear to be lacking in true vision.

GENERALLY speaking, planning may be inspired by one of three policies. The two that are easiest to follow in planning for the future are, first, that practical policy which does not extend beyond the concrete and the present, and second, that idealistic policy that is based solely on the abstract and the future. Under the former policy, proposals are made to flow with the current created by established habits and vested interests; and under the second they are confined to what ought to be, without regard to the limits imposed by unalterable conditions. The one policy lacks soul, and the other policy flesh and blood, and those who follow them find planning a simple exercise.

The third, which seeks an ideal based on realities—an ideal shaped by the processes of reason and not by the play of fancy—involves the greater labor but seems to present the only possibility for improving conditions of life and society. Such an ideal in regional or city planning has regard to circumstances as they now are in the city, but it must also be alert to seize the opening towards better things that appear on the horizon of the future. An ideal, to be a worthy one, must be capable of being expressed in action; and it must be action based on a study of future trends and possibilities as well as of past events. To make an ideal real, we must believe it is a good thing to do, but also that it can be done. Because of this, a plan may appear to be of the highest quality in the sphere of what is attainable and yet of comparatively poor quality in the sphere of what is desirable in the abstract. Life offers ample scope for achievement within the realms of the practical, and greater satisfaction comes from conceiving the smaller things that can be done than in dreaming of the larger things that cannot be done.

ON this basis, a plan for an urban region must present a picture of possibilities within the limits of reasonable anticipation of what the collective intelligence of the community will accept and promote. This raises as a final issue the importance of education of the public with regard to their responsibilities in civic affairs.

The success of any plan depends on education—the development of knowledge and understanding of the underlying causes of bad conditions, and of the need of exercising foresight by planning for the future; the development, too, of civic pride and a desire to make the city a place where natural and structural beauty are cherished and protected from destruction.

People take pride in local places within the city, and in many cases the unit for social und civic endeavor is a street rather than a district. Neighborhood unity is a good thing, but the satisfaction to be obtained from it depends on qualities of environment and facilities for communication that can only be secured by working through and with the whole city or region.

THE causes of bad conditions concerning which public opinion most needs to be educated are the recent or present-day causes, rather than those that would have to be sought in our long-past history. Indifference to the dangers which the hour is breeding is usually the culpable element that makes trouble for the next decade. Modern inventions which have been popularized within the last thirty years have altered city living conditions greatly and will modify them still further. It is possible to predict some of the approaching modifications quite confidently. Some are to be looked forward to with apprehension. Concerning these the popular imagination must be aroused and instructed, if effective preventive measures are to be taken. This cannot be done successfully by the mere repetition of warnings and pessimistic prophecies. There must be a vision of what is to be desired as well as of what is to be feared. Ideals worthy of a proud community are necessary to move the New York region to efforts worthy of its power.

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The Girl Who Writes Your Letters

By RUTH SHONLE CAVAN

IT seems safe to say that if the stenographers and their sister clerical workers were to declare a strike all industry and trade would be effectively blocked until they chose to lift the strike. Stenographers, switchboard operators, filing clerks, and typists are usually regarded as the insignificant end of commerce, one step above the office boy. Nevertheless, the bulk of detailed office work is in the hands of these girls. In Chicago, for instance, 90 per cent of all stenographers and typists and almost half the bookkeepers and cashiers are women.

A girl clerical worker belongs to a large but very obscure group. The stenographer as a rule enters public print in only three ways: in the comic strips, in the columns of advice to the lovelorn, and occasionally in a front-page story when she marries her rich employer. Otherwise she types letters by the thousands all unnoticed. She does not become involved in strikes for she only occasionally belongs to a union; she does not become a bandit queen or otherwise flaunt a scandalous life in the face of the startled community. Similarly, in the serious literature of research and investigation she can scarcely be found. Her salary is high enough to place her beyond the focus of the social worker's gaze; she is not sufficiently group-conscious or proud of her occupation to study herself, as some professional women's groups have done; she abides by the conventions and falls outside the pale of the problem girl. Among women workers, she represents the great and respectable middle class.

What kind of person is this inarticulate clerical worker? Is she young, old, American, foreign-born, intelligent and educated or stupid and untrained, interested in her work or in other things? In pursuit of the business girl and her interests and problems; the Young Women's Christian Association and the Religious Education Association recently completed a study of her. At conventions, conferences and club meetings she was given questionnaires and tests; she was interviewed; she discussed herself in club meetings; Y.W.C.A. secretaries were asked their opinions of her.

THE typical office worker, as revealed by this study, is a girl in the early twenties, with a highschool education and stenographic training, who earns $26 a week. She went to work when she was seventeen or eighteen, probably securing her position through an employment agency or a friend. By the time she is twenty-two years old, she has had three or four positions. Intellectually she ranks above the average highschool student and could easily carry college work. Her chief interests include marriage, travel, more education, her own personality, and increased salary. Her father, in all probability, is a skilled tradesman or clerical worker. In the cities, the chances are about even that her parents are foreign-born. She herself is thoroughly American in dress, speech and attitudes. She attends church fairly regularly.

This is the typical girl. There are of course variations. There is the untrained, underpaid girl. There is the college graduate, in a semi-executive position. There is the unconventional, rebellious, radical wing. There is the conservative wing of older women.

In view of the number of girl clerical workers, their uniformity of age, interests and problems, it seems remarkable that there is so little group consciousness among them. Perhaps it is because most of them work individually or in little groups of threes and fours, with a personal friendship and feeling of loyalty for their employer; or because most of them earn a living wage and hence have no grievance against the world; or because of a certain indifference to their jobs in view of a sublime faith in early marriage. None of the girls interviewed in this state were found to belong to a union, nor did they speak of the need of a union. The Federation of Business and Professional Women includes many local clubs of business women, which vary in character as local clubs are prone to do. A survey of their journal and of a few clubs indicates that their members are for the most part older, well-established business and professional women, rather than the horde of young-girl clerical workers.

THIS lack of group formation on the part of the girls means that they exert no control over their salaries, working conditions or hours of work. They make their individual bargains with employers, and many girls are only vaguely aware of laws governing hours of work. There is practically no professional interest in standards of training, or work, or in business ethics. In many ways the girls who work in offices stand midway between the poorly educated, low-salaried factory group and the well-educated, well-paid professional women. Factory girls sometimes belong to a union; professional women often belong to a professional society; business girls are almost unorganized.

In spite of the fact that they spend seven or eight hours a day in an office, these young girls are far more interested in the social activities of their leisure hours than in their work. They work because they "have to." This general attitude is no doubt in part responsible for their lack of professional interest in their work. They expect to marry —to work only a few years. When business girls at several Y.W.C.A. conferences were questioned about their future aspirations, 86 per cent said they looked forward to being married. Half of the girls in the early twenties or younger had had serious friendships with men, about a fourth of those questioned were engaged or had at the time of questioning such serious friendships. Their talk is of men and dates.

This interest in marriage is legitimate in the early twenties. In conflicts, however, with a certain dormant interest in business which becomes more dominant as the years go by, in the lives of those who do not marry. It causes employers to regard them as transients. It raises a serious problem in city churches, clubs, and girls' organizations concerning how to place girls of this group in contact with eligible young men—for the city family is admittedly unable to supply this need. It raises also a problem concerning the kind of education these girls should have—one to fit them for the office or one to fit them for the home?

The youth of girl clerical workers raises another problem.

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In Chicago, 50 per cent of the girls questioned started to work before they were seventeen years old; in smaller cities of the middle west, 25 per cent started to work before they were seventeen. The business world is an adult world; it is impersonal; it is hard; its interest is in money, production, trade, not in the feelings, emotions and longings of young girls. These girls come from their homes, from the school room, from intimate groups of friends, from a life more or less adjusted to them as children; with very little preparation beyond the ability to rap out so many words a minute on the typewriter they are thrown into the adult business world to succeed or fail as best they may. They are in the transition period of later adolescence when dependence upon family is being left behind and independence is being gained—the period which is coming to be recognized as a boggy marsh for many girls and boys.

Two problems in particular in this process of adjustment stand out for the business girl. In the first place, she must work out a new relationship with her parents. In a great many families the daughter is thought of by the parents as so much one of the family that it is taken for granted that her salary will be turned over in its meager entirety to the mother. For the very young girl this may be an advantage, for beginning office salaries are very small. The conflict comes a few years later when the daughter wishes to handle her own money. The matter of who handles the money is symbolic of where the final word of control lies. Most of the girls we talked with who handled their own money contributed liberally to their families—but they, rather than their mothers, made the final decisions. In addition to the control over money, the shifting of decisions from mother to daughter is made regarding late hours at night, where and with whom vacations shall be spent, and so forth.

The second problem is the disposition of free time and the use of the greater liberty from parental control which business girls gradually gain. For many girls this greater liberty means a reorganization of leisure on a basis of wider and more stimulating contacts—evening classes, theater parties with new friends, office or Y.W.C.A. clubs, occasional long vacation trips. For other girls it means tasting dangerous excitement—cabarets, drinking, leaving home to live in an apartment, joining radical clubs.

THIS adjustment which the individual girl must make in leaving her role as daughter and assuming a new role as an adult in an impersonal world is recognized now in many college groups. Deans, heads of dormitories, big sisters, rules and regulations have long sheltered the college girl; more recently psychiatrists have been added to the staffs of many colleges. The young business girl, who undergoes perhaps a more abrupt transition than the college girl, too often makes her adjustment unaided.

While most clerical workers, even in urban centers, are American-born, from a fifth to two-thirds of them, depending upon the size of the city, have one or both parents foreign-born. The girl with foreign background has a special problem. Business offices on the whole are distinctly American. The girl works in a thoroughly American atmosphere, learns to talk, dress and think by an American pattern. Her evenings, Sundays, and holidays are spent in a foreign atmosphere, in which her American attitudes often conflict acutely with those of her parents, grandparents, and the family minister. The girl straddles two cultures and runs the risk of falling between them. Her tendency is to follow the American ways of her young business and social friends. The family conflict may become so acute that she leaves home and is completely estranged from her parents—a course which her salary and her newly achieved independence make possible.

In solving these problems attendant upon her youth, of finding a husband, and being at the same time a competent worker, of gaining adult independence, of adjusting to a foreign home and an American office, the business girl would profit by wise adult guidance and by an increased number of organizations such as clubs, to give her stability as she seeks new friends and interests.

Our High Suicide Rate

APPARENTLY the cities of the golden West have aspects not so glittering as their portrayal in the movies if one is to judge by the stark records of suicide. In a recent report Dr. Frederick L. Hoffman, consulting statistician of the Prudential Insurance Company, analyzes the experiences of American cities for 1928, which showed a general suicide rate of 17.5 per 100,000 of population, the highest rate recorded in this country since 1916. Among the ten cities whose rates led the list of 96 are San Diego, San Francisco, Oakland, and Sacramento, California; Tacoma and Seattle, Washington; Portland, Oregon, and Denver, Colorado. The other two of these ten are Atlantic City, New Jersey, and Terre Haute, Indiana. The causes of suicide, Dr. Hoffman points out, still await discovery. Why should San Diego, with a rate of 43.4, have nearly three times as many suicides in proportion to its population, as Philadelphia, with 14.7? Why should San Francisco have more than twice as many as Los Angeles, Manhattan nearly twice as many as Brooklyn? International comparisons show that suicide is least common in Catholic countries; the Irish Free State, for example, has a rate of 1.5. At the last date at which comparable figures were available, Austria, Germany, Switzerland and Hungary had about twice as many suicides in proportion to population as did the United States. Here the peak was reached in 1908, possibly following on the panic of the preceding year, and another high point came in 1914. In 1916 the figure was just a shade higher than that of 1928, but after that there came a sharp decline until 1920, since which time the trend has been upward. Dr. Hoffman suggests that our prevailing prosperity may be more apparent than real for people of certain regions or classes who "find it difficult to maintain a standard of life presupposing incessant anxiety and toil."

In general, suicide is two or three times more frequent among men than among women, Arthur L. Beeley points out in a recent issue of The Social Service Review, and for men the age of despair comes at 35 to 39, while for women it is a decade younger. More suicides are recorded during the spring months than at any other time of year. Over a considerable period, there seems to have been a decline in the number of juvenile suicides, though census figures are not yet available to show whether the "college suicide wave" of the past year or two is as real as newspaper headlines would make it seem. Possibly it is explained simply by the increased number of college students.

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The Common Welfare

BRIDGING A CONTINENT

A CONFERENCE is not a matter of length, breadth, thickness, or numbers. It holds the secret of the fourth dimension. It overcomes time and distance, bringing people together for an exchange of experience, ideas, criticism and proposal. That is what the National Conference of Social Work just adjourned in San Francisco means in an especial sense. For after all, the Rockies are a barrier, and social work and movements develop on the Coast in ways which are different from those of the Middlewest or the Atlantic Seaboard. The rest of the country is not truly national unless it knows and integrates the genius of California. And California, in turn, needs to draw into its social practice and programs the contemporary experience of the rest of the country. Dayton has its airplane factories; Hollywood its movies; Schenectady its wireless. These inventions are bringing men together. But, when all is said and done, men and women gain most from each other when they meet face to face. And in the midst of a mechanistic civilization, there is more than ever the need for this human contact; foregatherings such as this in which social planners and architects and engineers meet to discuss, in modern terms and forms, the age-old question of whether human beings can control the measure of their lives; and if so, how?

CONFESSION OF A FIRST OFFENDER

MORE of us Survey readers ought to commit some tidy little crime to gain the enlarging experience of seeing a criminal court from the prisoners' side. It's quite illuminating, something to be shared with the innocent. A magistrate's court in New York City is not a bit like the dignified thing we had firmly in mind as a court of justice. It seems much more like a cafeteria as you line up in little queues behind your complainant policeman, and line up again before the clerk, the judge—finally before the cashier to pay your fine after waiting anywhere from half an hour to half a day. Before the judge comes in, court attendants stroll around, their unbuttoned coats displaying necks unfettered by tie or collar; a judge from another part wanders through, relishing his after-breakfast cigar in the face of no-smoking signs; traffic cops bustle in and out, their riding breeches and heavy service revolvers, worn outside on a Sam Brown belt, giving the dingy little place the look of a cavalry mess. Indeed, you see more revolvers at one time among the traffic officers than have been on public display since the boys came home ten years ago.

These are Commissioner Whalen's dude cops. Their tunics have turned-down collars and open necks like civilian coats, their shirts and matching collars are of blue, which fades to a soft robin's egg shade after the third trip to the laundry; and they wear black silk ties. Some of them even wear collar pins. The new caps have a row of cute little tucks. Their belts, holsters, puttees and shoes are black. They are turned out, upstanding young fellows, neat as a pin, by a chief who used to deal in correct attire for gentlemen, and they are fit to line Fifth Avenue to welcome any distinguished visitor from foreign parts. Queen Marie would just love them if she came again. But we can't help wondering what Ramsay MacDonald will make of their handy guns when he comes over to see President Hoover about disarmament. And we report, more in sorrow than in scorn, that they talk just like ordinary traffic cops. We thought of some good round words—better even than Officer Holler's. But we held back on them like the coward that we are.

Most of us in court that morning were taxi-drivers. Some of us were uneasily aware of the sign on the next door, "Homicide Court." Many of us were recidivists, worrying about the third "ticket" that cancels a driver's license. We compared notes, particularly about judges, and as to whether this one was a "stinker." It turned out he wasn't, which means he gave small fines. It appears that fines vary with how a judge's breakfast sets and what he found in his morning mail; but more particularly with the man. The most ordinary parking offense runs from two dollars to ten, according to the judge. And during the long stuffy morning we observed that justice favors the guilty if they come out like men and say so. Thus, if you plead guilty, this judge gave you a look and said, "Three dollars." If you plead not guilty and put up a one-minute argument, he gave you a hard look and said, "Five Dollars." If you plead not guilty and put up a two-minute argument, he gave you a very hard look and said, "Ten dollars." None of this interfered with his continued low conversation with a visitor beside him on the bench.

We continue to think we had passed the crosswalk and had to go on in spite of red lights and whistle. But we have quit saying so. We are through for good with the fellows in the advertising game who believe you need only repeat a thing often enough to get it believed.

A RARE JUNE DAY

A MORE enchanting twenty-fifth anniversary is hard to imagine than the New York State Women's Trade Union League celebrated on June 8, one of June's rarest days, gathering by invitation of Governor and Mrs. Roosevelt at their country home near Hyde Park. Arriving by car and bus, from boat and train, they were welcomed on the famously beautiful lawn overlooking the Hudson. Rose Schneiderman, president, and Mary Dreier, a founder and unwearied working supporter, cannot have missed the contrast between this day of triumphant reminiscence, and those modest beginnings when Carola Woerishofer sojourned day after day in New York City justice courts, furnishing bail for young needle-workers arrested for the offense of peaceful picketing in long, agonizing strikes; Carola Woerishofer, a symbol of sympathy already becoming manifest between organized consumers and the struggles of women's unions, feeble because newly organized. Though the Women's Trade Union League exists primarily to organize unions, it never forgets that wage-earning women

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cannot narrow their activities to that sole aim. Their wages are too small to maintain powerful unions except in occupations where a majority of the members are well paid men who can keep women's wages high along with their own. The league has, therefore, wisely shared in every movement to strengthen women wage-earners, supporting every bill to shorten working hours, striving hard and long even for the sham called an eight-hour law. Trade Union League women had a conspicuous part in that great parade which stirred New York City to horror over deaths of young workers in the Triangle shirtwaist factory fire. They helped towards the revolution that followed in safety provisions against fires in factories.

Cooperative spirit culminated on this gay June day in a $30,000 gift to the league to lift the mortgage on headquarters, presented by Mrs. Lamont for a committee headed by herself and Mrs. Roosevelt.

PAY OR QUIT IN PENNSYLVANIA

PENNSYLVANIA has no state income tax. But if you happen to be an employe of the Keystone state there is a neat little private tax of 3 per cent of your annual salary that comes due whenever a Republican campaign fund is to be raised. It once was 10 per cent. Then under Governor Pinchot's regime it was abrogated entirely. But when Pennsylvania set out last fall to do its bit for the G. O. P., polite letters went to all state employes,—bureau chiefs, teachers, hospital staffs and employes, down to janitors, suggesting that a contribution was in order. If you asked your department head what a "contribution" meant, you were told that the price of a state job is 3 per cent of a year's pay: $42 for a stenographer who gets $25 a week, $150 for a bureau chief at $5,000 a year. One executive sent in a fat check—but one which did not represent quite all of the required 3 per cent. It came back without a word, a tacit reproach. Not enough. And an elevator man conducting a visitor up one of the state buildings explained almost tearfully, "If I'd have remembered how it was before Governor Pinchot I wouldn't have gave my mother-in-law that swell funeral last week."

Pennsylvania has no civil service system, and by and large it may be better to pay the price than to find one's self out in the cold world and one's work turned over to some office-holder who is more "cooperative." But when you are spending your days trying to raise standards of labor and working conditions for women and children in the state, it seems an anomaly to chime in with a practice which would be the subject of swift official protest if it happened in a knitting mill or garment factory. The professional staff of the Women's Bureau of the Pennsylvania Department of Labor did not pay the campaign tax. There was no advance agreement among them to this effect; they made no public protest; they simply did not pay. Nor did their chief, Charlotte E. Carr, accept urgent invitations to stump the state and tell the world that unemployment would be ended and life sweet and simple if the Republicans triumphed. She did not enter into the political campaign on either side.

For several months this spring it was touch and go whether or not the Women's Bureau would be quietly wiped out of existence. Bureau chiefs hold office during "good behavior" and this would have been the simplest method of getting rid of people who did not fit into the official family. But the women's organizations and the social workers who had been instrumental in establishing this arm of the Labor Department to protect women and children four years ago, and the staff of the bureau itself, have succeeded in saving it. A few weeks ago, however, Miss Carr received a not unexpected suggestion that she resign. When she declined to do so, a note gently informed her that in a reorganization of the bureau a new chief had been appointed. In other words, she was fired.

Miss Carr was appointed chief of the Women's Bureau by Governor Pinchot after a long record of service in the corresponding New York bureau under Governors Miller and Smith. Behind that she had extended experience in industrial investigation and management, all of which gave her special fitness to build up Pennsylvania's program of fact-finding, administration and enforcement for women and children in industry. No one has even ventured to suggest that her record has been unsatisfactory in the slightest detail. Outside the limits of the bureau itself she launched a notable piece of public education through her services as industrial advisor to the Pennsylvania League of Women Voters and the Pennsylvania Federation of Women's Clubs, both of which have joined in a strong protest against her dismissal, in company with the Consumers' League of Eastern Pennsylvania, the Women's Trade Union League of Philadelphia, the Public Education and Child Labor Association and other leading civic and social groups. She has done a new and distinguished piece of work under trying conditions.

Miss Carr's successor is Sara M. Soffel of Pittsburgh, a lawyer and formerly assistant city solicitor, who brings to the labor department a record of education and integrity (and, of course, of Republican office-holding) but no special acquaintance or experience in the intricate field of industry. There is every reason to rejoice that the bureau has been saved and will continue; and that its new executive is a woman with professional training, though in a totally different field. But the fact remains that in Pennsylvania the price of state office is unquestioning allegiance to a political party, even when that allegiance involves practices which the state would not countenance among private employers.

NATIONAL ORIGINS

AFTER long delay, the "national origins" basis of setting immigration quotas, provided for in the 1924 law and discussed frequently in The Survey, finally went into operation on July 1. The new allotments replace the two per cent limit quotas based on 1890 census figures, which have been admitting some 165,000 annually. The new plan reduces the total to 154,000, and accords each national group a quota that bears the same ratio to the total as its so-called national or "racial" contribution bears to our whole white popultion of 1920. Aside from the small reduction in total European immigration of 11,000, the major quota shifts affect northwest Europe. The British increase, a main, though unheralded, object of the law, is 32,000, nearly doubling that quota to 66,000. The German and Scandinavian are reduced by 37,000, or over one-half. South Ireland loses 11,000. Among minor changes, southern and southeastern European quotas are increased by 4,250. Italy, for instance, gains 2,000, or 50 per cent. Quotas from Belgium, Holland, Austria, Hungary and Russia also show increases.

National origins has been severely criticized by the United States Chamber of Commerce and other disinterested bodies,

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because of its flimsy statistical basis, and the static, unrealistic conception of American life reflected by it. The reductions have caused resentment among the partisans of the groups affected, and an unfortunate phase of the Senate debate has been the stirring up of old antagonisms of no significance in American life. However, the change is a victory for the American Legion, the D.A.R. and other patriotic societies, which, with the Eugenics Society backed it, and national origins is a personal triumph for Senator Reed of Pennsylvania, the sponsor of the measure. The close vote of 43 to 37 in the Senate on June 13 defeated Senator Nye's resolution to discharge the Immigration Committee from consideration of the national origins repealer introduced by Senator Walsh of Massachusetts and showed the southern Democrats lined up solidly with Maine and Pennsylvania for Americanism, as narrowly interpreted by national origins.

There is likely to be considerable effort for repeal at the regular session, and Senator Henry J. Allen of Kansas, evidently acting as spokesman for President Hoover (who asked for suspension of national origins in his special session message and was rebuked by Senator Reed), will seek an amendment. He aims to secure a joint congressional committee to study selective immigration on an economic basis, as a more scientific policy of restriction than either the arbitrary 1890 quotas, or the national origins plan, based, as it is, upon prejudiced sentiment and discredited social theory.

ALSO "CRAZY ABOUT FAMILIES"

THE Pennsylvania Railroad is the biggest corporation of its kind in this country. One of its early presidents, John Edgar Thomson, who died in 1874, left his estate in trust, with broad powers in the trustees, to educate and maintain the daughters of railroad men killed in discharge of their duties. His will provided that first preference be given to the daughters of Pennsylvania employes, then to others, finally including any railroad in the United States. Until 1923 this plan was carried out in an institution where the girls were housed and educated until highschool or other supplementary training was possible. Then the trustees, all of them officials of the railroad company, recognized the advantages of keeping the beneficiaries with their mothers wherever possible, and at present 156 of them are so supported in their own homes, only 24 remaining in the Resident Department. A recent announcement by the railroad company says the latter number will be reduced whenever it is practicable to arrange for maintenance in the homes of a suitable guardian or relative. This announcement calls attention to the decreasing need for institutional care for orphans, and says:

> With the increasing standards of living and opportunity which have become general in this country, coupled with the traditionally high regard which Americans have for the preservation of home life, a more or less widespread prejudice has arisen against placing children in institutions, if they can possibly be cared for in other ways.

Maintenance grants are made to the mother or guardian of each child. While there is a minimum, the amount is not arbitrarily fixed but is determined by the conditions in each case. Allowances also are made for semi-annual medical and dental examinations and treatment; also for carfare, lunches, and so on. Bills for tuition and educational equipment and supplies are paid directly to the schools. The girls in the Extension Department, as in the case of those in the Resident Department, attend the public, parochial, business, high and normal schools, and where individual circumstances warrant are afforded college opportunities. The advantages of this system are thus summarized by the director of the John Edgar Thomson Foundation:

1. That under normal conditions, the responsibility for the care of the child is where it belongs, i. e., with the mother.
2. The girls themselves are more unselfish, know the value of money, appreciate the opportunities offered them, and accept suggestions.
3. Family ties are strengthened, not weakened.
4. The children grow and develop in their natural environment and no difficult adjustments are necessary later on in their lives.

Here then, in the very city where the famous Ellis College case (dealt with in detail in the June 15 Midmonthly Survey) has been decided against those who wanted the accumulated surplus of that bequest applied to home care under supervision of the trustees, a great corporation entrusted with a similar responsibility has seen the wisdom in living hands fitting their trusts to changing needs and conditions.

"OLD VIC" FOR PHILADELPHIA

FOR generations, property owned by the City of Philadelphia on Market Street between Twenty-second and Twenty-third Streets and Pennsylvania Boulevard, has been given over to gas tanks. If the plans of an active group of Philadelphians go through it will be the site of a municipal theater. The project has engaged the interest of such representative men and women as Dr. George Woodward, Congressman James M. Beck, Dr. Samuel S. Fleisher, founder of the Graphic Sketch Club, Mayor Harry A. Mackey, George W. Norris, Mrs. Otis Skinner and Samuel P. Wetherill, Jr. They have formed the Philadelphia Peoples Theater, a corporation without profit; have secured enabling legislation through Senator Woodward, propose to lease the ground from the city at a nominal sum, and hope to enlist theater lovers, trades unions, builders and citizens generally to the end that both the building and the operation of the theater will be a community enterprise of the first order. In developing their plans for a municipal theater where "people of moderate means can pay a low admission fee and witness the best plays and players," the committee have in mind especially what has been done in London at the Old Vic Theater since 1880. A. Edward Newton, the connoisseur of rare books, who is a member of the committee, has written delightfully of his visits to Old Vic. The house seats 1,750. The admission is six pence to five shillings. There are many Shakespearean plays but not exclusively. The season is nine months and the theater pays its way. There is a restaurant, smoking is permitted in the theater, and there is a large membership of all classes of society.

The proposals of the committee for the development of the Market Street site include a war memorial and an assembly room for exhibitions and competitions dedicated to "young men and women who are striving to develop their artistic talents in painting, sculpture, music and the drama." "We believe that the young people who are primarily interested in athletics have been provided for in many ways," says a prospectus of the committee, "but this more serious group have not been recognized and that in our proposed recreation center adequate facilities should be made for them."

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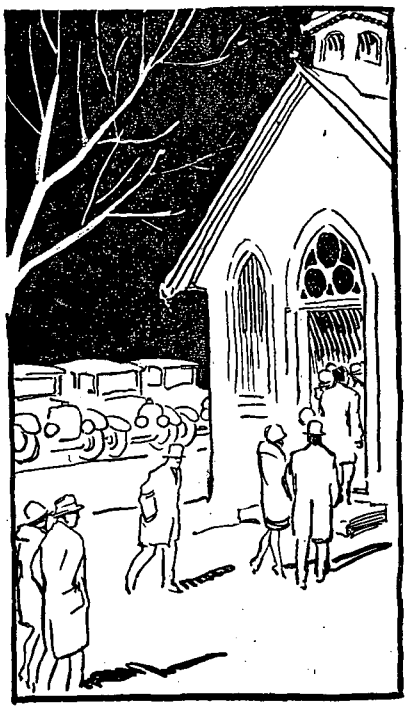
Ohio Conferences Take to the Road

By BEATRICE MINNICH

Drawings by Harry Keys, The Columbus Citizen

FOR many years Ohio has had annual state welfare conferences held in various cities and attended largely by professional social workers and some county officials but few, if any, lay persons. They have played a successful part in establishing standards, educating a selected group of people and stimulating individual social workers. But from many of the counties they drew only one or two representatives, often a single enthusiast who is regarded in his own community as an idealist or an impractical dreamer. "Why can we not have a conference in our own county," their leaders asked, "so that people will know what we are trying to do and will support a local social program?"

The answer is a five-year program of district child welfare conferences, conceived by Bell Greve, superintendent of the division of charities of the Ohio State Department of Public Welfare, whereby the division sponsors one-day meetings, held in various county seats, with programs arranged to attract the people who are ultimately responsible for social welfare in their own communities—the service club men, the club women, the ministers, the Legionnaires, health officers, school people and public officials. In its first two years this pioneer project has reached more than 7,000 persons—a third of them public officials and half of them "lay people", with a story of social questions and answers adapted to their own needs and responsibilities.



A first series of eleven conferences was held in the spring of 1928 and the second series of twenty-eight began in January, 1929, and ended June 7, 1929. A member of the staff of the division was delegated to organize and carry out this definite educational program. The eighty-eight counties were divided into districts, comprising approximately seven counties the first year and three counties the second. In defining the districts similarity of social conditions and problems, roads and distances were considered. Rural counties, where the need of education in social problems was greater, were given more consideration than urban counties, although invitations to attend the conference were sent to representative people and social workers in the latter as well.

A county seat was chosen as the meeting place and center of the district, which was built around a county with specific needs or an embryonic program, such as the organization of a county child welfare board, the employment of a children's case worker or woman probation officer. The organizer from the state department went to the town selected about six weeks before the date of the meeting. A general chairman of the conference was chosen, usually a well-known man in the community not identified with the social profession, to convey to the public the idea that the conference was a meeting primarily for lay persons and not professional social workers. These chairmen included attorneys, editors, ministers, business men, club women, public officials, school superintendents, college professors, physicians, one the owner and chief of staff of a large hospital. In some instances a juvenile judge was the ideal person, sometimes a social worker.

IN the selection of the members of committees by the chairman and the organizer there was an effort to represent every important group and every town in the county. A large committee was suggested to ensure the support of influential people and to benefit by the use of their names in the publicity. The chairman was asked to call at least one meeting of the committee to effect a definite organization and to create enthusiasm. In many counties several committee meetings were held, usually luncheons, attended by as many as thirty persons. Each committee member was asked to prepare a list of fifteen or twenty names and addresses of persons to whom programs were mailed from the state office and he was urged to extend a personal invitation, if possible. He was responsible for making an announcement of the conference to the group which he represented: if each member of the committee carried out his instructions every organization in the county received a verbal invitation. That these instructions were well carried out was evi-

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denced by the fact that 33,650 programs were mailed by the Division of Charities. Each minister in Ohio received a letter from the state office explaining the purpose of the conference and requesting him to urge his congregation to attend. Sociology professors in colleges in the district were invited to bring their classes. Judges, county commissioners, auditors, members of board of trustees of children's homes, superintendents and matrons received an official invitation from the state office under the section of law permitting the state department to call conferences.

The place of meeting, which in all but four instances was a church, was selected by the chairman and organizer. Luncheon was served at noon by a woman's organization in the church which was planned to be of special interest to members of service clubs, Legionnaires and other men who could not attend the other day sessions. Many times service clubs attended in a body. Frequently, the committee arranged for music and tables were attractively decorated. Each person paid for his own lunch at a price which never exceeded seventy-five cents.

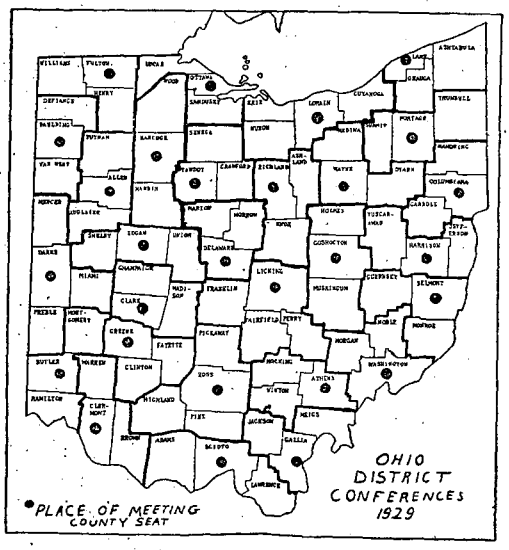
Each county in the state was organized in exactly the same manner by the state organizer as was the county in which the conference was held.

A definite publicity program began with the organizer's personal contact with editors of the papers in every county seat in the state. Six stories were sent from the department office to approximately 500 newspapers—in the two years, 6,000 news articles. The first story gave the name of the county chairman and a general announcement of the date, place, counties in district, purpose and the department sponsoring the conference. The second story featured the names of members of the county committee. Then followed two articles, one based on mothers' pensions, localized by giving figures for the counties in which the story was used, and another concerning the church. The latter story gave statistics on Sunday school attendance and church membership in the state and pointed out the possible relationship between the decreased number of children attending Sunday school and the increased amount of juvenile delinquency. The date and place of conference were included in each news story. The complete program was then released, followed by information concerning each of the main speakers on the program. The last publicity was another general announcement with special emphasis on the luncheon program giving names of speakers, time, place and price. In addition many church, fraternal and club publications carried stories concerning the conferences. These organizations also sent letters to the officers of every affiliated group in the state requesting their support. Through this splendid cooperation of the newspapers and private publications there were many thoughtful editorials which had immeasurable weight in the community.

The Division of Charities built the program to meet the need of each district, realizing the audience would consist mainly of lay persons. The theme in 1928 was "the prevention of juvenile dependency and delinquency." The lack of probation service or the use of an untrained, unfit person in the position, inadequate mothers' pension and no supervision of mothers' pension families, insufficient or no social agencies, and lack of recreation were emphasized. Other papers dealt with standards of child care in an institution and child-placing. "Agencies which are powerful in holding the family home intact," was the theme of the 1929 series and under this were discussed the church, the court, the school and the social agency.

An idea of the whole-hearted support of this conference project is gained from the fact that the 339 principal speakers gave their time and energy without remuneration. Their attendance often necessitated traveling long distances, sometimes an all-night train ride, and frequently arising at dawn. Twenty-one colleges were represented on the program, some professors attending several conferences during the year. Speakers brought in from counties not represented in the districts comprised:

	1928	1929	
Public officials (judges, auditors, etc.)	39	94	
Presidents of colleges	1	5	
College professors	8	21	
Ministers	4	38	
Social workers	10	50	
School principals	1	0	
Editors	1	0	
Ohio Society for Crippled Children	8	28	
American Legion	0	28	
Others	0	3	
	72	267	339



The Ohio Department of the American Legion and the Ohio Society for Crippled Children cooperated with the Division of Charities by sending representatives to speak at the conferences. The chairman of the state child welfare committee of the Legion spoke on "a community service of the American legion" at the luncheon meeting at 28 of the conferences in 1929. The executive secretary of the Ohio Society for Crippled Children or

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some one delegated by him presented "The Ohio plan for the physical care, education and placement of crippled children" at each of the 1929 conferences. At most of the conferences the Ohio Probation Association made an announcement of its aims and policies.

The value of local names on the programs was recognized by inviting 300 persons from the participating counties to take part in discussion in 1928, and 272 in 1929, thus helping to secure attendance and to obtain the layman's point of view.

To aid in visualizing the program, the Federal Children's Bureau sent an exhibit on dependent and delinquent children for the entire 1929 series, and the American Red Cross provided charts. The Division of Charities prepared statistical charts based on commitments to various institutions in the state. One series brought out community needs, health, recreation, visiting teacher and a county-wide welfare program. A library of stereopticon slides was provided, showing before and after care of crippled children, case stories and child placing and good features of selected institutions. The "picture show" was part of the luncheon program.

An analysis of the attendance at the two series of conferences, secured by careful registration on blanks prepared by the Division of Charities, shows that about 17 per cent of those present were social workers, 31.5 per cent public officials, and nearly 52 per cent lay people. Actual attendance at the conference was only a part of the value for through the thousands of programs mailed, the newspaper publicity, the letters sent to those on the programs, the verbal official announcements, the publicity in the bulletins of the Ohio Council of Churches, the Federation of Women's Clubs, the Ohio League of Women Voters and the American Legion, the attention of the people all over the state was directed at the same time to the subject of child welfare.

Insufficient time has elapsed for an accurate measurement of results, many of which are intangible. However, a few concrete accomplishments can be attributed to the conferences—at least the conference precipitated definite action. Countless letters have been received commending the conference project and praising it as the most constructive program which the Division of Charities has ever undertaken. One probate judge wrote: "You state people will never be able to measure the amount of good it has done this community to have a conference here. A number of people have come into my office and offered any services they could give, saying, they had never realized until they attended the conference that there was anything they could do to promote social welfare in their own towns."

A Spring-Board for Mighty Leaps

By AMELIA SEARS

THE Report of the Milford Conference differentiates authoritatively social work and social case work; it makes distinct pronouncement on the essential unity of all social case work; it contributes a name—"generic social case work" and it extends whole-hearted recognition to the case work practitioner while challenging him to pause in his work shop and interpret and record his processes in detail.

The discussion is organized around the questions:

What can we understand by general social case work?
Assuming competent agencies in the various case work fields, what is a desirable basis for a division of labor in social case work in a local community?
What is a competent agency for social case work?
What constitutes training for social case work?

These questions are not answered; we are told that comprehensive descriptive material on which the answers may be based is lacking.

> The committee is presenting a bare structure in the hope that it may stimulate, guide and give coherence to the efforts of social workers throughout the country to study their own professional problems and equipment. . . . There is no greater responsibility facing social case work at the present time than the responsibility of organizing continuous research into the concepts, problems and methods of the field.

The committee, nevertheless, has made excellent use of the limited material available. The discussion of social case work, informed and masterly, makes several original contributions. The most arresting theme is that of the unity of all forms of social case work. This appears and reappears under the appellation—generic social work. "The outstanding fact is that the problems of social case work and the equipment of the social case worker are fundamentally the same for all fields."

An interesting differentiation is drawn between disabilities and the implication of disabilities. It is not unemployment, illness, and so on, that create the need of social case work in an individual case. "It is the possible impairment of the capacity of the individual to organize his own normal social activities." Yet does this explanation answer that vexing question: What is the process of selection by which a small per cent of the unemployed, of the sick, and the like, become charges upon social agencies?

Frankly stating that at the present stage of development no definition of social case work can distinguish it sufficiently from other professional fields, the committee sets forth in chapters four to sixteen the most comprehensive and searching analysis of social case work which has ever been presented. These chapters are short and carry the reader's interest eagerly; they are at once philosophical and practical. The discussion of norms and deviations from norms is original and convincing. "The creative use of methods and knowledge," the report declares, "gives color, warmth and vitality to that relationship between human beings which is the adventure of social case work."

In chapter fifteen in discussing community responsibilities and relationships the belief is expressed that an agency should limit its intake and its geographic area as necessary to insure sound standards of work. Nevertheless it has an obligation towards the total community problem in its own field which may, in emergencies, express itself in a willingness to do inadequate work although a more normal expression lies in the effort to secure adequate resources for its own work and stimulate the development of other agencies. Free and fruitful conferences with other agencies is stressed as a means of strengthening recognition of a common stake in the community problem.

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In October, 1923, there was held at Milford, Pennsylvania an informal meeting of seventeen representatives of national organizations in the social case work field. It proved so stimulating that the "Milford Conference" has now become an annual event. In October, 1925, the conference appointed a committee of five—Porter R. Lee, Harriet E. Anderson, C. C. Carstens, Mary C. Hurlbutt and Margaret E. Rich—to formulate questions on the meaning of social case work and its practice which had arisen at the successive meetings of the conference. At the end of the committee's first year Miss Hurlbutt resigned and her place was taken by M. Antoinette Cannon. The results of this study for the past four years are embodied in a report just published by the American Association of Social Workers, Social Case Work, Generic and Specific. (Price $1.00 of the association.) In a letter accompanying her review, Miss Sears writes: "This Milford Conference report is epoch-making. It is a compilation of the best thinking on social case work evolved to date, a spring-board from which mighty leaps may be made."

Of particular interest is the assertion that the social case worker should find ways in which the layman may return to active participation in the work which he guided and controlled two generations ago, the practice of which has now been almost entirely taken over by the professional worker. In its present organization the standards of social case work cannot be maintained in advance of the layman's recognition of their value.

Personnel practices of social case work agencies are peculiarly important because they are not reinforced as are the old professions by programs for professional education, with professional organization and technical literature. The success of the agency in meeting the obligations to its public is in the hands of its staff whose activities are in turn largely the product of their administrative setting. Important among the principles of personnel management are: The contract, in which duties, as well as salary, hours, vacations, and the condition of terminating employment are defined; professional privileges, such as opportunity for study, or for securing new positions; professional obligations, such as overtime work, and loyalty to organization policies.

Democracy is the keynote of the discussion on staff relationships. A staff should participate in the formulation of policies, and, therefore, have a stake in upholding these policies. Recognition given freely and generously for accomplishments which the staff are encouraged and stimulated to undertake. There is no attempt to elaborate details of procedure, only to suggest the spirit in which the problems should be approached.

The chapters devoted to the division of labor trace the historical development of social work from the English Poor Laws to psychiatric social work and enunciate principles in a manner which evidences the practical experience of the authors. This chapter will prove of great practical service and bring discussions concerning division of field on to an impersonal basis. The final chapters on training for social work will prove of equal value to the schools of professional social work and to executives of social service organizations.

The report merits study. It will be welcomed; it is an appraising of social case work; it is more than that—it is at once a recognition of the efforts of all engaged in social case work and an impetus, and inspiration to social case workers to analyze and record their processes in order that in the near future the formulation of philosophy, knowledge, methods and experience of social case work shall be as precise as the practice of social case work.

KENTUCKY IS endeavoring to get out of the unhappy list of four states without mothers' pension legislation. An educational campaign has been launched by the Kentucky Mothers' Aid Association, H. A. Robinson, director, under the slogan "Keep the child at home with mother" and it is hoped that legislation may be obtained at next winter's session.

HOW TO EAT pleasantly and healthfully and yet at a price compatible with modest purses is the subject of a new pamphlet, A Guide to Good Nutrition for Families of Low Income, compiled by Elizabeth Oglesby Grant and published by the Committee on Family Budgets of the Pittsburgh Federation of Social Agencies. Price 35 cents of the Federation, 729 Wabash Building, Pittsburgh, Pa.

"AFTER URGING that police and court work be made more efficient to the end that a larger proportion of criminals be caught and convicted," says Frank O. Lowden in a foreword to a recent report from the National Crime Commission, "one is dismayed to find that nearly nine-tenths of all commitments are made to local penal institutions which as a whole maintain no decent standard of care." What such a standard should be and how it might be obtained is the subject of the report Propagating Crime Through the Jail and Other Institutions for Short-Term Offenders, submitted by the Sub-committee on Prisons, Parole, Probation, Penal Laws and Institutional Correction, of which Mr. Lowden is chairman and Louis N. Robinson secretary. For a copy, address the National Crime Commission, 120 Broadway, New York City.

TRAINING FOR social work has recently entered on the horizon of Sydney, Australia. Through the co-operation of the Sydney University, the National Council of N. S. W., and a number of welfare organizations, there has been formed a Board of Social Study and Training to undertake the provision of theoretical education and practical training. The provisional syllabus adopted covers, on the theoretical side, psychology, economics, hygiene and social science. On the practical side students will have to do some work under a recognized society in office work, case work, club work for adolescents and adults, and housing. They also must visit public and private institutions "to gain a general knowledge of existing social agencies." In addition there will be discussion classes, and tutorial instruction on practical work. The Other Half, the publication of the C. O. S. of Melbourne, comments on the lack of emphasis on case work.

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HEALTH

Hospitals Look Across the Seas

By RENÉ SAND

THE amount of money spent on hospital buildings and maintenance increases by leaps and bounds, as the hospital becomes an increasingly complex institution, adding to its main object,—the cure of patients,—many important functions such as social work, health work, scientific research, the training of hospital executives, the graduate and post-graduate training of doctors and nurses. A new profession, that of hospital planning expert, is added to the innumerable number of specialties already in existence. In a limited number of countries, national hospital associations give to members of hospital boards, to superintendents, doctors, architects, and nurses ample opportunities for the exchange of their experience and the raising of their standards of practice.

Three years ago Dr. E. H. Lewinski-Corwin, director of the Hospital Information and Service Bureau of the United Hospital Fund of New York, thought that the time had come to extend these opportunities to the international field, and made a survey of the hospital conditions in various parts of the world. The American Hospital Association appointed a Committee on International Hospital Relations with Dr. S. S. Goldwater as chairman and Dr. Lewinski-Corwin as secretary. They formed an international executive committee which met in Paris, at the headquarters of the League of Red Cross Societies, in 1927 and again in 1928. The outcome was the first International Hospital Congress, which met in Atlantic City June 13-15 of this year. Thirty-seven nations were represented, including China, Japan, New Zealand, many Latin-American nations, and almost every country of Europe.

The climax of the meeting was the formation of an International Hospital Committee with a permanent secretariat in New York and branches in Paris and Vienna. This committee will make preparations for a second International Hospital Congress in Vienna in 1931; in the meantime it will stimulate the formation of national hospital associations in countries where such bodies do not exist, so that the second congress should be able to create an International Hospital Association representing an organized federation of all national hospital associations. The progress which is to be expected from these international links cannot be overestimated. The mere fact that representatives of thirty-five countries acquainted themselves with the American and Canadian hospital system is in itself an object-lesson whose consequences will be far-reaching. The information to be spread by the secretariat will make this action permanent.

The debates of the congress were presented by seven papers, distributed in advance in English, French and German. For the first time data on the various national hospital systems have been gathered and compared. For the first time the hospital problems have been considered from the multiple angles which only an international survey makes possible.

It was immediately evident that the economic status of each country dominates the hospital situation. Where, as in Europe, the great majority of the population can only maintain a standard of life hardly superior to the irreducible minimum, the state has to provide for the sick. For historical and psychological reasons, Great Britain, which is not better off than the Continent as regards the condition of the masses, wants to retain its favorite system of private voluntary hospitals, and the donations of the rich are supplemented by the weekly contributions which the working class volunteers in an amazing proportion. In the United States and in Canada, the wealthy classes are able and willing to aid in maintaining the innumerable hospitals for the treatment of acute cases. Everywhere, however, the care of the chronically afflicted, including the insane, proves too heavy a burden for private initiative and is therefore taken over by the state, country or the municipalities.

A room in the Hôtel Dieu. The beds shown were intended for two patients, but frequently five or six, regardless of sex or disease, were crowded into each one. From a woodcut of the sixteenth century in Devils, Drugs and Doctors, by Howard W. Haggard, M.D. Harpers. $5

A few countries have reached the optimum standard relative to the needs of the population, that is, about one hospital bed for every

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one hundred inhabitants. Other countries lag behind. Not all of the present beds are in institutions which can be regarded as satisfactory, and here the national hospital associations can help in setting up minimum standards.

The discussion brought out the need of an international definition of terms and units. What is a hospital? Shall we count as such an institution for the aged, or for undernourished children? In figuring the cost of building and equipping a hospital, shall we include only the cost of land on which the hospital stands, or also the parkgrounds and approaches? Where are we to draw the line between public and private institutions? These questions, and many others, must be answered before we can attempt worth while comparisons and statistics. It will be the task of the International Hospital Committee to set experts to work to answer some of these questions.

The debates revealed that problems of similar character face the hospital everywhere: In the face of increasing costs how is it possible to increase the revenues and to diminish the expenditures, without at the same time handicapping the patient, the doctor, and the nurse? On the other side, the problem of the middle class looms bigger than ever: the rich and the poor receive adequate treatment, but the people of moderate means are crushed under the burden of hospital costs and medical and nursing charges.

Many speakers deplored the purely clinical or scientific angle from which, especially in teaching hospitals, the student and the physician regard the patient. The social side, the spiritual side, the vocational side of the treatment are all too often ignored. Professor Julius Tandler, who recognized so masterfully the whole edifice of social welfare in Vienna, was applauded to the echo when he thundered against the type of hospital in which the laboratory and the animal house crowd the patient more and more off the stage until he seems to be almost a parasite.

However, a reminder of the way the mentally sick were chained, whipped and abused not more than one hundred years ago served to strike a note of satisfaction with the present progress, and of optimism. The development of the art and science of healing, of the social and nursing service, of occupational therapy, of the after-care of patients, of the educational influences of the out-patient departments are all welcome signs. Above all, the team-work of the physician, the surgeon, the various specialists, the radiologist, the laboratory man, the pathologist, the psychologist and the social worker spells more advance in science, in better diagnosis, in quicker and more complete relief.

The hospital is no longer an isolated institution: it is a part of the great social fabric created for the prevention and the relief of human ills.

When Chronic Illness Hits the Wage-Earner

By LUCILE EAVES

A MAN in the prime of life sat before the relief worker with tears streaming from his eyes. A few months before he had earned good wages in his skilled trade. He was proud of his well kept home which he had equipped attractively by his own labors. Then an obstinate fracture made it impossible to continue his special work. The accident compensation payments were quickly exhausted, and patient guidance was required during the painful period of readjustment. The necessarily lighter work was poorly paid; he suffered the humiliation of seeing his wife go forth to menial labors, and a lodger shared his cheaper home. A sympathetic nurse found a hospital bed where gentle nuns would wait upon a man of magnificent physique during his lingering death from cancer of the larynx. "When he first realized his fate, he just sat and cursed—but I could not reproach him." The social worker of a hospital was called upon to assist a man with a wife and small children in his choice between prolonged, expensive medical treatment for himself—with little or no hope of cure—and probable penury for his family. Worst of all are the pitiful old people; enfeebled hearts and joints crippled with arthritis do not lessen their pathetic eagerness to continue the long struggle to earn their daily bread. Frightened eyes gaze into a future which may strip them of pride and self-respect, their most cherished possessions, won by long lives of honest efforts. These samples from case histories of Boston social agencies can easily be matched by thousands of similar records in every large city of the United States.

In The Survey of March 15 and of May 15 Lucile Eaves described Boston's studies and experience in the problems of chronic illness and almshouse care and chronic illness among children. Here, out of that city's storehouse of research, she summarizes some of the facts of chronic illness among men and women at the years when normally they are responsible for their own and others' support and outlines a program of ways out.

Social research must now undertake the task of massing the facts so that our youthfully heedless, persistently optimistic, American public can see clearly and sympathetically the misfortunes of these afflicted fellow citizens, and shoulder the burdens of prevention and relief which belong to a mature, Christian civilization. Massachusetts has already presented fragmentary pictures which reveal the magnitude and complexity of the evils which accompany chronic physical breakdowns. These may be brought together from the reports of recent commissions for the study of cancer and of old age pensions, from the Council's report of chronic disease, and from half a dozen statistical analyses of case histories of Boston social agencies. The most recent of these analyses, which has just been completed by a group of graduate students working under the writer's direction, covers factors associated with the dependence of a thousand applicants to three Boston relief agencies. Results are not yet ready for presentation to the public, but conclusions of earlier students that sickness is the chief cause of family economic breakdowns are confirmed with striking emphasis and completeness of details.

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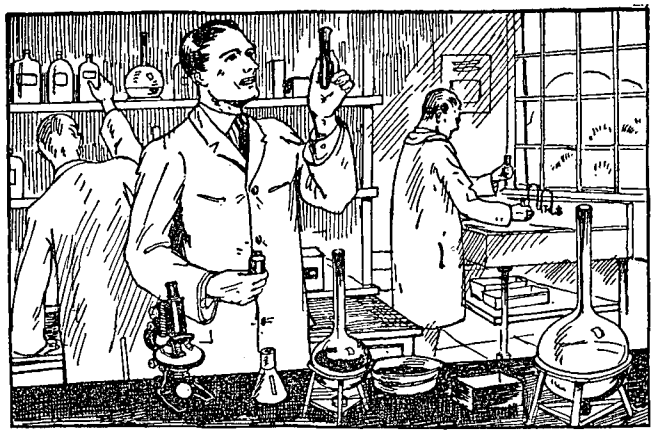
The Boston Council survey found that over two in five (40.9 per cent) of the chronic patients discovered through hospitals and social workers were in the productive middle years when others usually depend on their earnings. These patients must be rebuilt physically before they can go back to their jobs:



Courtesy Metropolitan Life Insurance Company

> Somehow their economic burdens—yes, even their own weight—must be carried; and this long and costly process of care and treatment must be borne by somebody other than themselves. Most of them obviously can never get well; but many are capable of salvage, and it is likely that many, who for lack of special care and sound treatment do rapidly become incurable, could be rehabilitated with additional effort.

About half of the chronic patients located on a given day in 18 Boston hospitals were in these normally productive years between 20 and 59, and the men outnumbered the women in a ratio of 134 to 100. The doctors declared that continued hospital treatment was necessary for about two-thirds of their chronic cases.

A ROUGH approximation of the extent to which the survey statistics fail to measure the total community burden from chronic sickness may be obtained by comparing the deaths from cancer in 1927 with the number of cancer patients located by the hundred social workers who cooperated during a period of sixteen months in reporting all cases with whom they came in contact. This was the most frequent diagnosis for the hospital patients in the prime of life. On October 19, 1927, the day when the hospital census was taken, there were 71 cancer patients under treatment, of whom 42 were 20 to 59 years old. There were 528 cancer cases reported during the sixteen months when records of 4,316 chronic patients were accumulated. Some of the cancer patients under treatment recovered or had their lives prolonged, and the number sick during a given period is much greater than the number who die. During 1927, the year of the survey, 1,218 persons died of cancer in Boston. Evidently, a complete listing of the cancer patients under treatment during this period would have given a figure many times as great as that reported.

Heart disorders came next in frequency among these chronic hospital patients who should have been at the height of their powers. Forty-one between 20 and 59 years old were found in the one-day hospital census, but 623 persons of these ages died during 1927 of chronic heart disease. Diagnoses of the groups next in size were fractures requiring long periods of hospital treatment, and arthritis which often cripples the patients of these age periods and leaves them helpless burdens to be supported through weary years of suffering by relatives or in public or private institutions. In the hope of restoring them to usefulness, the hospitals for acute cases will carry their fracture patients for twelve weeks or more, although the normal average of service is two weeks. Thus 106 of the 292 patients, who were in the Boston City Hospital for 12 to 19 weeks during the year studied, and 23 out of 85 patients at the Massachusetts General Hospital for an average period of 19 weeks, were fracture cases. In other words, the beds of these two hospitals were occupied in the course of one year for about 2,080 weeks by 129 fracture patients, instead of by 1,040 acute cases requiring the two weeks average treatments.

Men and women who have passed the three-score-years milestone, and who are often handicapped by lowered earning capacity, but possessed only of small accumulations of weath, are those most subject to chronic diseases. Thus 41.9 per cent of the 4,316 patients discovered by the Boston Council survey were 60 years old or over, although in 1920 these upper age groups constituted only 7.5 per cent of the city's population. A comparative study, made under the writer's direction, of 892 aged clients of Boston social agencies and of 536 independent aged residents in a typical district of the city, shows clearly that chronic physical ailments afflict both groups, but occur with far greater severity and frequency among those who have sought the help of relief agencies. Katherine B. Hardwick, in summarizing the statistical data points out:

> Of the seven-eights of the aged clients who reported, all had one handicap, one-half had two handicaps, and almost one-sixth had three or more handicaps. Such general poor health was not found among the aged residents who were independent of social agencies. Whereas none of the aged clients who gave information was without some mental or physical handicap, over one-fourth of the aged residents who reported said they were in fine health and had no ailments. In other words, seven-eighths of the aged clients and three-fifths of the aged residents reported specific handicaps. . . . The chief handicaps which caused dependency were mental diseases, partial or total blindness, and varied crippled conditions.

A census of almshouse population made in 1923-1924 by the Massachusetts Commission on Pensions showed clearly this connection between old-age dependency and chronic sickness, as only 2.8 per cent of the inmates were in good physical and mental health.

SEVERAL of the Boston studies indicate that the foreign-born of long residence in the United States are frequent victims of chronic, degenerative diseases. Their cancer death-rates are higher than those of the native-born, and the recent statistical study of the primary causes of dependency of a thousand applicants for relief shows chronic sickness to be of greater importance in the foreign-born than in the native group. The severe economic struggles and innumerable hardships suffered by the immigrants who crowded into the tenements of our great cities in the decade before the war, may well promote physical breakdowns as old age approaches.

The magnitude and complexity of the task of developing agencies through which medical and nursing services may be supplied for all sufferers from chronic diseases are suggested by these brief citations from results of a group of research reports dealing chiefly with Boston citizens who were unable to obtain needed care without assistance. Studies of income distribution suggest that fully eighty per cent of the popula-

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tion would find it difficult or impossible to pay the customary charges for the medical treatments which will check or palliate the sufferings of severe attacks of chronic sickness. Thus cancer requires skillful nursing and expensive surgical, x-ray and radium treatments; arthritis needs physio- and occupation-therapy as well as much re-education in living habits; hopes for compensation of heart disorders depend on careful adjustments under skillful medical supervision; fractured or diseased joints regain their functions, partially or entirely, only after prolonged skillful, surgical treatments and carefully supervised re-education. A program adapted to the needs of the American public may be outlined by combining the recommendations growing out of the Boston Council survey with reports of the experiences of publicly and privately supported medical agencies now at work in Massachusetts. The scope of this article permits only the barest outlining of essential features of this program.

The people must be given thorough instruction about the possibilities of prevention and the necessity for early diagnosis and prompt treatment of chronic diseases. Dr. George H. Bigelow, the Massachusetts health commissioner, estimated that, as a result of the cancer education campaign of 1928, 12,000 persons consulted doctors, and for everyone who came to one of the state diagnostic cancer clinics, 22 went to private physicians. Periodical examinations for young and old, with suitable follow-up educational activities would prevent or postpone many physical breakdowns.

Home care should be utilized whenever possible without sacrificing the welfare of the patients or their families, as prolonged institutional treatments of so large a group would create intolerable economic burdens. Over half (54.2 per cent) of the chronic patients located by the Boston survey were ambulatory; they could be given the larger part of their medical care in clinics. Relatively brief periods of hospital treatment followed by the careful home supervision of nurses or social workers who are familiar with the needs of chronic patients, have been found suitable for some cases. A new type of home nursing service was suggested in the following recommendation growing out of the discussion of the Boston Council survey:

The home nursing service provided by the Community Health Association should be extended. The type of case most in need of this care is the elderly patient whose condition is such that there is no necessity for keeping him for years in a hospital, and who has a family home where the provision of a nurse and a visiting doctor with the addition of some financial aid will make the patient comfortable and furnish him with skillful and effective medical and nursing care.

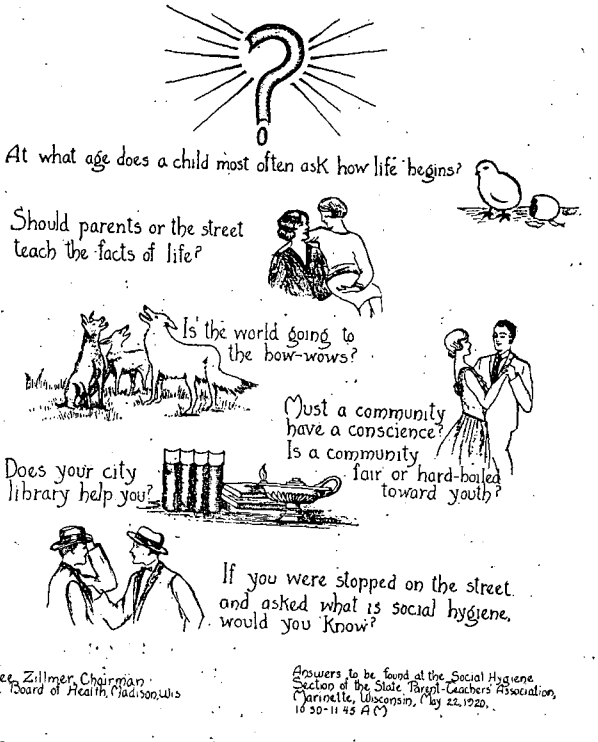
In view of the kind of case, for the most part the aged chronic, it seems practicable to furnish the necessary care through a corps of attendant nurses, under the direction of such a body as the Community Health Association. There is evidently a need for further consideration of this question since attendants for the sick are not registered nor is their training standardized. It is suggested that the Community Health Association, the Household Nursing Association, and those institutions offering training to attendant nurses consider the necessary content of training for nursing of the chronic sick in their homes.

Nursing homes may be necessary for the care of chronic patients in the absence of adequate hospital accommodations, but they are subject to grave abuses. Boston doctors and social workers were able to list 315 of these homes, but no means exist by which the public can be assured that their needy patrons will receive kindly and efficient care. The discussions conclude that not more homes but better ones are needed, and a proper system of public supervision.

The difficulties of finding hospitals or other institutions where care will be given to chronic patients under suitable conditions and at prices which they or their relatives can afford to pay were set forth forcefully in several hundred letters from doctors and clergymen received by the Boston Council survey committee. Hospitalization is needed not only for patients who are completely dependent, but also for many who can pay very little for their care and treatment. The prolonged efforts to obtain for Boston a public hospital separate from the almshouse for the care of such patients are described in the previous article of this series published in The Survey of March 15.

WHEN SCHOOL OPENS in Detroit next September, those youngsters who haven't already lost or traded them may appear with beautiful red buttons on their bosoms declaring "Ready for School Campaign—I Have Been Examined." From June 3 to June 8 Detroit physicians gave free examinations to children who are to enter school next year for the first time. The campaign was sponsored by the Parent-Teacher Association in cooperation with the Wayne County Medical Society and the Department of Health, with the very able assistance of children belonging to Detroit's Health Army. The buttons are provided by the Department of Health, upon evidence from the parent of an eligible child that the youngster has had during that week, or before or soon afterward, a careful check-up on his health liabilities and assets, so that there will be a chance during the remaining weeks of the summer to correct anything wrong with eyes, teeth, tonsils and the like, and start a school career in good order.

HOW to make a social hygiene session allure parents is suggested in the accompanying questionnaire, mimeographed and circulated in advance of the May meeting of the Wisconsin


At what age does a child most often ask how life begins?
Should parents or the street teach the facts of life?
Is the world going to the bow-wows?
Must a community have a conscience? Is a community fair or hard-boiled toward youth?
Does your city library help you?
If you were stopped on the street and asked what is social hygiene, would you know?
Aimee Zillmer, Chairman State Board of Health, Madison, Wis
Answers to be found at the Social Hygiene Section of the State Parent-Teachers' Association, Marinette, Wisconsin, May 22, 1929.
10 30-11 45 A M

State Parent-Teacher's Association at Marinette, Wisconsin. Aimée Zillmer, its chairman, is a lecturer for the Wisconsin State Board of Health which is cooperating with the U. S. Public Health Service in a social hygiene program.

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COMMUNITIES

The Village

By PHOEBE HALL VALENTINE

VILLAGE life in a big city—is it possible? Yes, if you can make believe and chance to live in one of the crowded sections of Philadelphia where there is a Smith Memorial Play Center. It will be a tiny village with homes, stores, school, bank, hospital—almost anything that comes within range of the children's experience or imagination.

Would you like one of the small pioneers to tell you how the first village started?

One day, as I was standing in the yard thinking what we could play with, I laid my eyes on some bricks with which they were building on the lot and I told the teacher I had an idea—that we could take those bricks and build little forts for houses and get some chairs so a few children could live in a house. I also suggested to make one fort biggest of all for a school and that I wouldn't mind to be school teacher.

I asked the children to get the bricks and they refused, saying "What for?" I told them my whole story and then they got the bricks, built the houses and me, as their director, told them to get four little chairs in each house and one chair in the school-house for the teacher, and also the toy piano for the teacher to play on. One little girl said, "Where are the children going to sit when they come to school?" And I said, "Bring their chairs from home." But another little girl said, "Let them get four bricks and make a little seat," so they did and we had a merry time that Tuesday afternoon.

This went on the whole summer until winter and we had stores and money, of course make believe money. The mothers got long skirts to wear. We had a laundry and a court in which sat a judge. We then had permission to play indoors and we made our houses with benches around them and in each house four chairs and a table. Someone suggested a bank so the mothers would get their money once and no more.

Our Village grew so big that we needed a larger room, so we were allowed to have the biggest room in the place. Someone then suggested to have V. S. P.'s, which means Village Safety Patrols. I was mayor three times and they wanted me again, but it was not allowed, so I was director of Village Health and Street Cleaners.

This was in 1920. Since then the Village has become an integral part of the children's life at three other play centers of the Smith Memorial Playgrounds and Playhouses of Philadelphia, differing, of course, in the circumstances of their origin, but based always on the inherent desire of children to play house and the tendency to relate their play forms to familiar experiences of every-day life. It changes from month to month and year to year, but seems always to meet the needs of the children for an environment plastic enough to be shaped to their own need or fancy.

As the little community of homes grows and living becomes more complex, the children themselves see the need of some form of government. The first village mayor at Northern Liberties was self-appointed and her authority recognized because of obvious qualities of leadership. But since that time, nominations have been made at general assemblies of all the villagers, who come together at the end of the play period to ask questions or make suggestions.

Later came the Village Council, composed of two representatives from each department, and presided over by the mayor. Here matters of management and policy are discussed and new ventures proposed; social and economic problems that occur where people are gathered together are met here in simpler terms and carefully considered by the children. Simple administrative methods have been borrowed and put into practice, but the solving of problems incidental to community life has been the result of group thinking and planning.

An analysis of population according to occupations in a Village which had progressed some distance in its organization would run about as follows: twenty-five or thirty mothers, or home-makers; twenty-five children in school (5 to 8 years); a wide range of from thirty to sixty children under school age; fifteen storekeepers (boys and girls); fifteen boys in the Village Safety Patrol; twelve in the hospital; four in the laundry; two in the bank; four in the post-office; eight in the handicraft shop; two in the library; four school teachers and assistants; one school janitor; two to four in the repair shop; one in charge of the employment bureau; one registrar; one landlord; one visiting housekeeper; one of each of the village officers; three bootblacks; four printers. Though at other villages this might be increased by the staff of the village newspaper reporters; construction company (builders of miniature playhouses); theater, and so forth. The wider the range of occupations from which the child can choose the one best fitted to his own taste and ability, the less there is of disorder and restlessness.

Handsome Homes for Hot-Dogs

CHEERS for the movement to make the through automobile roads look less like ribbon-slums and more like the countryside! Sears Roebuck & Company have done their bit by offering this attractive ready-cut gas station and refreshment stand at cost.

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By some intuition, or one of nature's protective measures, children adapt themselves as adroitly as possible to the adult world into which they are thrust. But rarely do we grown-ups create an environment of sufficient security and sympathetic understanding for the expression of the real child life.

In the Writers' Club there are no adult standards of accomplishment—nothing to measure up to, and little guidance, except perhaps a suggestion that the joy of writing is in letting other people share with us our true experiences, or the fun it is to use words like the parts of a puzzle, choosing them and fitting them together to make a picture which is in our own minds instead of the one on the back of the puzzle box.

One suspects that at times this use of words serves both as an emotional release and a creative experience, as, for instance, the following combination of realism and fantasy written by a boy of ten under the title, What I Would Like:

I don't like where we live now. I'd like to live in the country on a farm, so I can pick eggs up and take them home and cook them. And feed the cows. Where I live now it is not good. This is not good because my mother does not like the house. My mother does not like the house because there are too many roaches. They go all around the house. They go on your mattresses and they go on your pillow-case and they go on your head.

But, in the country, everything will be good. I'd ride the donkeys out there. I'd ride the cows—the buffaloes. I ain't afraid of the buffaloes! I'll ride a jackass—I'll ride a pig—I'll ride an elephant. I'd like to ride a tiger—a lion. I'd like to ride an alligator—the polar bears. Here it is dirty. But in the country the air is fair.

Or, sometimes, one occasional line of beauty and originality, as illustrated by Miyako Tagami, a little Japanese girl who writes of her impressions on a snowy, windy day:

SNOWY DAY

One day as I watched from my window
I saw the feathery flakes afalling,
And the wind blowing oo—oo—oo
I said to myself,
"I wish the wind would lay its trumpet by
And let the snowflakes fall;
Then when it makes a drift
It would be my nicest day!"

Or this little poem called Night, which we feel is a real experience in a child's life:

At night when all was quiet,
And the stars twinked bright—
I crept through the darkness,
Not to wake anyone up so
Late at night.

I walked into the moonlight,
And found myself alone,
And looked up into heaven
And then went back to bed.

One little girl in writing a history of the Village says, "I started as a mere mother, but now I am mayor of the Village." In her three years she had held the offices of storekeeper, hospital superintendent, director of public safety, and finally, after a campaign in which she and her followers made many a stump speech, she knew the thrill that comes to one who has achieved the highest office his fellow citizens can give.

Observing this play project over a period of eight years, certain qualities stand out in contrast to those of the more conventional program of games and competitive athletics. Participation is actuated solely by pleasure and interest in the process itself. No prizes or awards are necessary to stimulate interest. A background of right practice in village activities, like the laundry, bank, hospital, become a part of the child's equipment for adult life. The child who seeks satisfaction in a world of fancy where effort is non-essential to wish-fulfillment finds he has to face in the Village all the problems of adjustment common to any group activity. He is offered and willingly accepts guidance in giving order and reality to his play life.

Unlike most games, which are suited to only one age group, the Village holds the child's interest through successive stages of development. And it gives to the physically or mentally handicapped child opportunity to share with others more fortunate in a common interest and adventure.

One turns quite naturally to a child for the final word of interpretation. The Village is described in these words by a child whose family roots are in Russia:

The Village stands for good order,
Not bad.
It stands for happiness and joy
To every girl and boy
And it stands for honesty
And it stands for freedom
And liberty!
Oh maybe I left something out—
And it stands for more,
And yet
I think this is all.

Richmond Goes Adventuring

By ARTHUR A. GUILD

ADVENTURE days began for white people in Virginia on May 13, 1607, when Captain Christopher Newport and Captain John Smith established the first permanent white settlement in this country at Jamestown. Adventure days started in Richmond when these two men landed at the Falls, now Richmond, in June, 1607. Richmonders are very proud of the accomplishments of Virginia's early adventurers, George Washington, Thomas Jefferson, James Madison, James Monroe, Patrick Henry, John Marshall, and a host of others who made Virginia the cradle of the Republic.

Although the adventurers of the early days have passed, Richmond is still adventuring like other cities in the fields of social, health, recreational, educational, cultural, financial, and industrial progress.

Last year the Richmond Council of Social Agencies started a movement to celebrate each year in May the progress that has been made through the efforts of the early and present-day adventurers of this city and state and thereby attract the attention of Richmonders, Virginians, and others to the progress that has been made and is being made in making this city a happier place in which to live. This celebration has been named Adventure Days.

This year two days were officially designated for the Adventure Days celebration. On the first day the activities were designed to focus attention on the early adventures of this city and state. Before plans had developed very far, the committee in charge decided to use five days to portray the historical development of this community. Historical

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shrines were opened and special programs put on by the patriotic societies. Large crowds visited these places. A half-holiday was declared on which the school children visited the historical shrines. A trip to nearby battlefields was conducted, and 214 historical spots in Richmond were marked with descriptive information.

The activities of the second day were designed to bring about a realization of the progress being made in developing the community. The largest and most spectacular parade ever held in Richmond was put on. Each section told a story of progress or development. The eleven sections in the parade were: educational progress, cultural progress, social progress, recreation progress, health progress, safety progress, community progress, historical development, financial progress, retail progress, manufacturing progress. Starting at City Hall, the parade marched to Byrd Park, Richmond's largest park, where a play carnival was conducted by the recreational agencies of the Council of Social Agencies. Business men, railroad officials, policemen, firemen, young men, young women, and school children took part in play activities which lasted throughout the day. In the evening the marriage of Pocahontas to John Rolfe was portrayed outdoors on a small island located about a hundred feet from a hillside which formed a natural amphitheater.

This year the Chamber of Commerce became interested and shared the expense of Adventure Days. Next year Richmond is planning an Adventure Days celebration that should be worth going thousands of miles to see.

You may wonder what all this has to do with social work? This celebration grew out of Play Day, which was started by the Recreation Council of the Council of Social Agencies four years ago. The whole project has been conceived, directed, and engineered by social workers. I believe that the city has more respect for social work and social workers because of the way that the Council of Social Agencies has developed this celebration in which the whole city participates. It has made the people of the city feel that social work is not something apart from their everyday life.

Homes for Veterans

By S. JAMES HERMAN

REALIZING the great value of home ownership and home environment—and anxious in some measure to pay its moral debt to its veterans, the legislature of California in 1921 enacted the Veterans' Farm and Home Purchase Act, and in 1922 to make this legislation legal, amended the state constitution by the enactment of a measure known as the Veterans' Validating Act. Under this act a farm or modern home and garden spot is available on easy terms to any citizen of the state who has served on active duty in the armed forces of the United States in time of war, who was a resident of the state prior to service, and who has been honorably discharged. After six years of operation, according to information contained in the report of the Veterans' Welfare Board, the results of this measure have been most gratifying.

Up to June 30, 1928, the state has invested in this project $24,000,000 and has assisted in financing the erection or purchase of 4,919 homes and 248 farms in various parts of the state. Of 27,250 applications for assistance in the purchase or erection of homes, 11,951 have been approved, while of 4,707 applications for aid in the purchase of farms, 509 have been approved. A number of contracts have already been paid in full and deeds granted, while the delinquency list is small.

Bonds creating the fund to finance the undertaking have been sold on an interest basis of 4 to 4¼ per cent per annum. The maximum amount advanced on the purchase of a farm is $7,500, compared to $5,000 on the purchase or erection of a home. The state will supply 90 to 95 per cent respectively of the cost of farms or homes in the event that it does not exceed the specified amount. In other words, to acquire a farm or home within the specified cost, the veteran is required to invest but 10 per cent of the purchase price of a farm and 5 per cent of the purchase price of a home. Actually the average cost has been $4,697 per home and $5,414 per farm. A land contract covering the amount advanced by the state in each case is amortized over a period of 20 years on a 5 per cent interest basis. Under a $5,000 purchase the monthly installments are $33.10, including interest.

Several practical advantages to veterans under the act are worth emphasizing. First, there is the buying power of cash which results in a saving of 10 to 15 per cent. In the purchase of a house already built this saving is increased to from 20 to 25 per cent, representing builder's discount on sale of contract. Second, there is a large saving due to the difference between 5 per cent interest charged by the state and 7 to 8 per cent interest ordinarily charged in financing real estate deals. For instance on a $5,000 house, including lot, this saving amounts to $1,352.40 over the amortization period of 20 years—the difference between the rate of 5 per cent and 7 per cent usually charged in California. This saving would be increased to $4,056.90 if one compares this 5 per cent interest rate contract with a 7 per cent interest rate carrying the same monthly payments of $33.10, since this increased rate extends the amortization period to 31 instead of 20 years. And lastly there is the reduction in cost of fire insurance of from 40 to 60 per cent through master or blanket coverage.

Besides the practical advantages to the veteran-buyer, the less tangible results of this state-aided housing program are perhaps no less significant in their effect on community life. To quote from the report of the Veterans' Welfare Board:

> . . . The greater interest that the veteran naturally develops in something that is eventually to become his sole property is the incentive for his keeping the property in the best condition and caring for it with the pride that owning one's home should engender; his confidence in himself is increased; the perpetual marital difficulties that continually disrupt so many families are greatly lessened by the home ties; therefore better home life and better citizenship are served.

If such a scheme can successfully be applied to veterans, why not to the general population?

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Books in Our Alcove

A Curé of "Nerves"

INTELLIGENT LIVING, *by Austen Fox Riggs. Doubleday, Doran. 230 pp. Price $2.00 postpaid of The Survey.*

I HAVE a great respect and admiration for Dr. Austen Riggs. He is the only man that I know or have ever heard of who has carried on an institution for the benefit of sufferers from "nerves" which has been both honest and successful. That is a very difficult combination. Many such institutions are successful but not honest. Many have feared to undertake such work honestly because they thought they could not succeed. Dr. Riggs has proved on a large scale that the combination is possible.

His latest book, Intelligent Living, contains six chapters of central importance covering the topics of Friendship, Marriage, The Problem of the Unmarried, The Child, Education and The Balanced Life. He writes out of his own experience with little dependance on literature or the ideas of others. He sees for himself and records these findings with all the advantages and disadvantages of such presentation. In particular, he has not been fooled—as a good many psychiatrists have—by the theories of Freud and his followers, nor by the fashionable psychological doctrines of determinism.

The basis and standpoint of the book is ethical throughout and thereby far better than his rather misleading title. The book might well have been called Ethical Living instead of Intelligent Living. For no one knows better than Dr. Riggs that some of the greatest rascals that ever lived have excelled in intelligence but none in ethics.

The best chapter in the book (to my thinking) is that on Friendship. It holds up well with those of Cicero and Emerson on the same subject. Here the author strikes at once the key from which he never varies throughout the rest of the book. Putting friendship as high as he does, it is quite natural that he should consider marriage as "an all inclusive friendship between a man and a woman." This chapter on Marriage is second in value only, I think, to the chapter on Friendship.

That on The Problem of the Unmarried is also excellent though somewhat marred by an uncritical acceptance of the fashionable dogma that normal human beings can find complete satisfaction in no other state than marriage. That statement can only be made, I think, by those who have never had the opportunity of intimacy with any considerable number of monks and nuns.

The chapters on The Child and on Education are, to my mind, considerably less satisfactory in that they seem to me to get farther away from the basis of constructive, direct and practical experience which has guided Dr. Riggs so splendidly in the chapters on Friendship and Marriage. In later chapters he lapses into the scientific jargon which is really quite incompatible with his ethical and highly sensible ideas as expressed in the rest of the book.

On the whole, the book may be unhesitatingly recommended. Its unscientific science will easily be forgotten in view of its splendid common sense and the first-hand acquaintance with human nature as expressed in the central chapters.

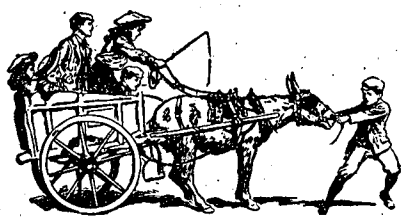
Cambridge, Mass. RICHARD C. CABOT, M.D.

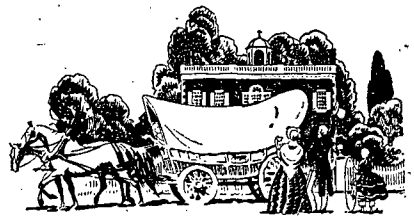
Urban People Under the Microscope

THE GOLD COAST AND THE SLUM, *by Harvey W. Zorbaugh. University of Chicago Press. 287 pp. Price $3.00 postpaid of The Survey.*

THE Near North Side is within walking distance of Chicago's skyscraper section. It is a compact mile of varied types. In no American city is there so small an area of so much color and cosmopolitanism. There is a population of about a hundred thousand ranging from 55 per cent to 81 per cent foreign including "twenty-eight nationalities with a goodly portion of Negroes and all others." Every class in society from crooks to social queens, from bohemians to standpatters and all the contrasts found in any city are found here. These variform classes represent so many social worlds that "touch but do not interpenetrate." The book under review is a study of the social mosaic called the Near North Side. It represents one of the first attempts in this country to examine carefully under the microscope of sociology a bit of urban community life.

The first few chapters of the book are descriptive, telling about the component areas of the region and the behavior of the different groups.





Youngest of the monthly book clubs, the Junior Literary Guild began publication last month with three volumes. The illustrations are: Left, from The Bastable Children, by E. Nesbit (Coward-McCann) for boys and girls from 8 to 12 years; center, from The Red Prior's Legacy, by Alfred Hoyt Bill, with sketches by Henry Pitz, for boys from 12 to 16; right, from The Beckoning Road, by Caroline Dale Snedecker (Doubleday, Doran) for girls from 12 to 16

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There is much of play in contrasts between the dog-loving Gold Coast and the poverty-burdened slum. The more we read the more apparent it becomes that there is after all in this chaos a certain order which is essentially urban. The final four of the twelve chapters is an appraisal of an effort on the part of the Gold Coast to establish a community center for the whole area. The center has never succeeded. The idealism upon which it is based cannot bend to the reality. The study might have been equally true had some other of the dozen or more settlements or community centers in Chicago been the object of investigation. Some of the findings might even apply to some of the many settlements and community centers in New York and other cities. At least community workers whatever their convictions ought to read this book.

NELS ANDERSON

Seth Low Junior College, Brooklyn

Emotional Cultures

EMOTION AS A BASIS OF CIVILIZATION, *by J. H. Denison. Scribner's. 555 pp. Price $5.00 postpaid of The Survey.*

SOONER or later some one would come to realize that civilization is neither the material scene nor the intellectual product that it is ordinarily represented to be. He would realize, under the guidance of modern psychology, that the same emotional basis that underlies the personal development of character must play a similar part in the foundation of civilization. This means that the civilizing process proceeds upon the forces released by the emotional life, and embodies them in folkways and national culture.

To Professor Denison must be accorded the priority in formulating what others may have realized, but without that definiteness or emphasis and conviction of significance that converts an idea into a thesis, and a thesis into a book. He introduces the phrase "emotional cultures" and thereby makes a permanent contribution. He follows it with such engaging titles as The Emotional Cult of Democracy and Modern Emotional Cultures and these in turn involve applications of his germinal idea to the church, the school, the family, and even to such products as The Boy Scouts and The Ku Klux Klan. Even at the very beginning of things, when the earlier cultures follow the patriarchal pattern, it is the emotional attitude of compliance that underlies what as a cultural product takes the form of class and caste.

In carrying out his thesis, Dr. Denison becomes absorbed in historic ramifications, so that at times the main thesis recedes, or follows side trails more engaging to the specialist's interests. To readers with a dominant interest in social problems the introduction of this new concept of the emotional factor in civilization will prove stimulating.

JOSEPH JASTROW

New York City

Family Figures

DOMESTIC DISCORD, *by Ernest R. Mowrer. University of Chicago Press. 275 pp. Price $3.00 postpaid of The Survey.*

DR. MOWRER has made an interesting examination in the results of social case work upon certain families under the care of the Jewish Family Agency of Chicago. He uses a bewildering variety of statistical devices to discover correlations between problems—or the single problem, domestic discord, which he isolates—treatments and results, and finds none. He measures the success of the efforts of the regular case workers and finds almost as negative a result. His wife takes over a limited number and uses what he calls a "sociological treatment" and good results are shown.

To the case worker there is nothing new in the technique of Mrs. Mowrer; certainly nothing distinctly "sociological" in the sense that it has not been used whenever there was opportunity and social case work skill.

The statistical study seems a little labored, as it brings out what is a truism in sociology and common sense, namely that there is no necessary correlation between specific problems and specific methods of treatment.

The validity of this book partly rests upon the assumption that the science of sociology is a competent discipline to evaluate the art of social work. Analogy with the arts of medicine, law, engineering, would seem to preclude the claim of any one science to such competency. In fact, as one views social work in practice, there is apparently emerging a new unity out of the convergence of several sciences upon a single social problem, a unity which is more than the sum of the separate sciences; a new art which draws upon several social disciplines for its general principles, but creating new norms of its own to cover the requirements of the new composite pattern.

FRANK J. BRUNO

Washington University, St. Louis

Inferior Woman Again

UNDERSTANDING WOMEN, *by K. A. Wieth-Knudsen, M.D. Elliot Holt. 324 pp. Price $3.00 postpaid of The Survey.*

ONE lays aside this tiresomely repetitious book at first with irritation at the smug condescension of the writer, and then chiefly with wonder that a century of woman's effort and struggle to evaluate standards in greater harmony with a machine age should still call forth an ancient echo of man's bewildered resentment.

Dr. Weith-Knudsen has written just another fanatical denunciation of women. The libraries are full of them. In its general tone of aggrieved embitteredness, it is not one whit above the smudged, faintly dirty, pencilled, illiterate bursts of hysteria that occasionally found their way into every suffrage worker's mail.

All the learned sciences are once again arrayed against woman: history, philosophy, anthropology, psychology, biology, economics. Elaborate graphs carry assumed hypotheses to irrefutable statistical and algebraic conclusions. Women are once again proved to be less stable, less able, weaker, less creative, generally inferior to man. Given certain limitations, they are at their best as mothers and wives of men.

Feminism is blamed for prostitution, female coldness and lack of passion, the declining birth-rate, the usurpation of male prerogatives on which the entire structure of white man's superiority rests, a parallel of man's political and economic mistakes, and an obvious failure to make any independent contribution of the slightest social value.

Were a writer to present an equally scientifically couched diatribe against the perils and potentialities of the working class, numerically large, and historically, but a short while ago, also, a disenfranchised struggling group, it is questionable whether the book would be published, and whether an eminent literatteur would launch it with a few airy words of laughing praise. That feminist propaganda has much territory yet to cover is the only possible commentary.

REBECCA HOURWICH

New York City

Farm Studies

THE FARMER'S STANDARD OF LIVING, *by Ellis Lore Kirkpatrick. Century. 299 pp. Price $2.00 postpaid of The Survey.*

IN this volume Dr. Kirkpatrick has gathered together data concerning life on American farms hitherto widely scattered. The studies of 2,886 families in eleven states made in 1922-24 for which he himself was largely responsible provide the bulk of the material. The value of this picture of the way farm families are actually living is evident, evident at least to those

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who prefer reality to illusion and who prefer to discuss farm conditions in terms of all farms, on the main traveled roads and otherwise, rather than on the basis of limited personal observation.

The average value of the food, clothing, shelter, etc., of the farm families studied in 1922-24 was $1,598, higher by $164 than the average amount spent by the 12,096 workingmen's families surveyed in 1918-19 by the Bureau of Labor Statistics. This difference came mainly in the money value of the food consumed, although two-thirds of the farmer's food was furnished by the farm and it was valued only at the price he would have received for it. In money value of clothing and shelter the farm and urban families were not unlike.

The greatest lack in this picture of the material aspects of farm life is income data. How much were these farm families putting back into the farm or otherwise investing? If conditions among certain Minnesota families in 1925 were typical, between $700 and $800 went for these purposes, and the average income was around $2,300. With this change the economic status of farm families becomes more like that of other entrepreneurs and less like that of the industrial wage-earners with whom they are ordinarily compared.

HAZEL KYRK

University of Chicago

Read—and Be Free

PSYCHIATRY IN INDUSTRY, *by V. V. Anderson, M.D. Harpers. 364 pp. Price $4.00 postpaid of The Survey.*

DR. ANDERSON'S book more than makes good its title. He has been so human in his application of his techniques to selected groups of men and women that his case records and his answers to the wide range of personality problems they cover have a universal application. In his foreword he says that the greatest usefulness of the book will be to professional groups, "physicians and psychologists; business executives; personnel people; and to students in medicine, psychiatry, psychology, and personnel work." No doubt he feels a special professional obligation toward these workers and adventurers in the field of industrial psychiatry. But it would be unfortunate if his own preoccupation with his profession should unduly restrict his audience. Very few books published in recent years have so much of immediate practical value to give to the social case worker, the vocational guider, or indeed to the layman who is as alertly concerned to keep himself mentally and emotionally free from auto-intoxication as he is to keep poisons out of his digestive tract. Not since I first got hold of Dr. B. Hart's Psychology of Insanity, many years ago, have I myself felt so genuinely grateful to a specialist in human nature for sharing his insight as I have toward Dr. Anderson since reading and rereading his book. I can't conceive how any normal adult can read through it without being greatly stimulated, refreshed and enlightened.

It is rather surprising that Dr. Anderson should not have featured the case worker and indeed all social workers in his list of those for whom he believes his book will have greatest usefulness. It may be a case of the department store pushing down into its "unconscious," the memory of its evil days when social workers publicly excoriated it as a driver and sweater of labor.

I wish there were room in this brief note for even one of the scores of case histories that Dr. Anderson scatters here and there through his text. Survey readers will find some of them in an article drawn from the materials later incorporated in this book, published in The Survey for December 15, 1927. Among other things, they give exhilarating proof of the rapid rise of scientific and ethical standards in business administration during the past decade or two. And social workers who read this book—as I hope that all who see this note will—may well take some modest pride in their own achievement as it is here reflected. Their "destructive" criticism of business practices current not so many years ago, will here be seen to have borne very constructive fruit.

ROBERT W. BRUÈRE

Foot-Note on Crime

LET TOMORROW COME, *A. J. Barr. W. W. Norton. 269 pp. Price $2.50 postpaid of The Survey.*

ON Christmas Eve the ladies came to sing carols before the jail; within there was ribald laughter. That is the keynote of Let Tomorrow Come, grim humor, harsh comedy and tragedy underlying. A. J. Barr makes no plea for prison reform but what is more important, he gives us the drama of prison life in rapidly moving scenes with all its brutality, love, hate, lust and laughing. The laughing is omnipotent and in spite of ancient bans it lives to keep the convicts from sinking into a gray mass of ambulatory horror. They ward off the terrors of rats in the night by betting on the longevity of the most ferocious.

The author has shown himself a master at characterization. Joe, who wooed through a steel lattice; the Southerner who refused to sleep with the black man; the tubercular they loved even though they called him "Lungs"; Fat Bumpy, who got drunk on hospital whiskey and was shielded by his fellow "vics" from the guard; "Dirty Skirt," the "time-bitten woman" who for forty years was undecided "whether to scrub floors or to sell joy, and was therefore unsuccessful at both"—these are only a few of the vibrant personalities. Certainly, the book is only one man's account, but added to other accounts of prison life we have read we wonder just what point there is to penal servitude after all.

ANN BLANCHET

The Reading American

READING INTERESTS AND HABITS OF ADULTS, *by Wm. S. Gray and Ruth Munroe. Macmillan. 305 pp. Price $3.50 postpaid of The Survey.*

WHAT Americans read, and why, is the subject of this preliminary report undertaken for the American Association for Adult Education and the Carnegie Corporation. It does not, like Thorndike in his Adult Learning, study capacities for learning. Neither does it treat of facilities available for continuing popular education, as does Dorothy Canfield Fisher in her Why Stop Learning. Nor does it deal with resources within the public libraries, as does the American Library Association in Libraries and Adult Education. It rather attempts to determine what percentage of Americans read, what they read, and how they came to form their tastes in reading.

That reading is becoming more and more a part of American life is amply proved by statistics of book, newspaper and periodical publishing during the past 30 years. There has been an increase of 500 per cent in the number of copies of books, newspapers and periodicals sold, while the population has increased 100 per cent. Yet the reading of newspapers and popular magazines is more than twice as common as the reading of books. At present, the largest percentage of people indulge themselves mostly in reading short unrelated bits of material, dealing largely with sports, crime, and sensational news articles.

Education and availability of reading matter seem to be the most powerful influences tending to develop reading habits.

The authors place three responsibilities on communities wishing to develop reading habits: (1) Provide better schools, and follow up work to maintain interest in reading; (2) Establish libraries so that 50 million people out of reach of library facilities in this country may have easy access to well chosen collections of books; (3) Work unceasingly with young and old alike, with the aid of existing agencies, to develop discrimination and higher standards of choice among those who now read and are learning to read.

OAK AMIDON

Public Library, Los Angeles

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THE SOCIAL WORK SHOP

Which Way Publicity?

By LEIGH MITCHELL HODGES

THE kind of publicity we should want is only distantly related to the kind usually sought. The purpose of that kind is to increase profits by building up patronage and good-will. Our purpose should be to so educate the public in serving children that need for our help will be reduced to a minimum; to put ourselves out of business by teaching men and women how to deal at first hand with their greatest responsibility.

As a whole, the public is placidly opposed to us. We are meddlers, visionaries, experimenters, disturbers of an established order. This attitude is based on ignorance which, until displaced with knowledge of facts and reasons, will be justified, from the public's point of view.

"But we keep telling them," says one. And how?

Through annual reports, often so drably garbed as to repel the eye, and dry enough within to choke the brain. Through columns of figures as meaningless to the average mind as the periodical statement of the First National Bank, and about as widely read. Through form letters frequently resembling stray members of some family of "hundreds of cats, thousands of cats, millions and billions and trillions of cats," and usually requiring of the recipient instant comprehension of situations that are dim enough to the authors themselves. Through a goodly showing of superior knowledge; through mistaken adhesion to technical terminology, and above all, through taking it for granted that of course the public knows this-and-this, since this-and-this is so elemental.

Let's fairly test this capacity of the public for "of course" knowing elementals. How many readers remember the last name of the so-called "pig woman" who played a stellar role in the most famous trial of modern times—the Hall-Mills murder case? That case was first-page stuff for every newspaper in the land, day after day, for months. It was more widely and avidly read than any event ever covered by American newspapers, with the possible exception of Lindbergh's Paris flight. The duration of its first-page prominence several times exceeded that of the Lone Eagle's achievement, and the "pig woman's" name was outstanding in these thousands of news stories. Apply this measure of memory-knowledge to the work of one child welfare organization; one which couldn't supply a first-page news item if the Russell Sage Foundation offered a million dollars for the same, and draw your own conclusion.

Let us go further in this illustration, because it is the most instructive and illuminating that could be adduced to prove the validity of the seasoned newspaper rule that *nobody knows anything about anything.*

Each day every newspaper reprinted a brief resumé of the crime and the names of the principals involved. For experience has taught newspapers that the public knows little and remembers less. If there was a need for such ceaseless restating of the facts connected with a matter for which the public was madly reaching out, what of an I. Q. which includes the delusion that two or twelve communications a year, about as interesting as the reading matter on a railroad ticket, will thaw out frozen pocket nerves, and create that degree of public interest and understanding so necessary to cooperation and so fatal to hostile criticism?

There is no good reason why these communications should be unappealing or hackneyed. In the child welfare field, for example, we have not only the richest store of human interest material, but of a sort that gains easiest entrance to the heart. Even when half-well presented it must make an impression, because it has to do with the one possession dearest to rich and poor alike—the child.

With such an instrument to play upon, our opportunities are boundless. But we must turn out tunes which echo the humanities. We must keep sounding human values. We must use the kind of simple language that fits in with the average mentality, which is said to be about that of a normal twelve-year-old.

This public we should try to inform and guide, knows it cannot run railroads, manage banks, or direct big factories. It has no such thoughts concerning the care and treatment of children, however. As a matter of fact, it has an idea it knows all about this delicate and difficult undertaking. Hence the need for meeting it on a level which leaves no opening for an impression that it must climb to gain knowledge concerning something it has dealt with daily for centuries.

In so meeting it, through the written or spoken word, we cannot expect to make much headway if we insist on emphasizing our own part; our personal view; our mode of working. These must be told indirectly in the human interest stories we tell. If Charles Dickens had titled his Christmas Carol "A story written to emphasize the true spirit of Christmas," even the marvelous transformation of old Scrooge might have had difficulty in overcoming such a handicap.

Let us look at a living sample. Thirty years ago John D. Rockefeller was one of the most widely lampooned private citizens in this country. His Standard Oil Company was accepted as the symbol of all that could be bad in corporations and monopolies. Seldom did one hear a good word for him. Then came along Ivy Lee, a practiced expert in publicity. Mr. Lee began offering to the newspapers articles about corporations and their heads. He never asked any newspaper to print these, because he knew that articles printed solely on that basis are not worth much to any cause.

"I know the editors of many newspapers, editors and reporters," says Mr. Lee in his admirable little book, Pub-

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licity. "I never ask them to print anything in their papers. In the first place, I think it is very bad business, very poor policy on the part of anyone, to make such a request; and furthermore, I always feel that if I did make it, and the papers printed a story or article at my request—which they would not have printed if I had not asked them to—people would not read it.

"Editors of newspapers print what they do because they have been taught by long experience that certain things, which are said to have news value, are the items which the public will be interested to read."

Because many of the articles offered by Mr. Lee met this standard, they were printed and read. In this way the public got a new view of big business, and today Mr. Rockefeller is far from unpopular, nor is the present public estimate of him based merely on his vast gifts to science and philanthropy. It is largely due to a correct informing of the public concerning the man himself.

Do not work for a personal pull with any newspaper. Select from the regular round of your activities such material as will interest people, and let these articles sink or swim on their merits. Never force facts or try for effects. Be simple and straightforward.

A rare Negro foster-mother, never too busy to take on a sick baby, and always calling her wards "little rose-buds," though some of them were withered almost to death, recently died in a large city near New York. The story of her work for a children's agency had in it many elements of appeal and much that reflected the ideals and standards of the child-placing agency, yet that agency did not try to get the story printed in its own way, but called up a leading newspaper and gave it the outstanding facts, adding that any further details would gladly be supplied if wanted. A half-column story with a three-bank head was printed, and its only connection with the agency in question was one mention of that organization's name.

Within a fortnight the agency received many requests for information concerning its work, and several applications to care for children. The story impressed the public because obviously it was not inspired for a purpose. Had the agency attempted to play up its own work, the story probably would not have been printed. If so printed, it would have failed to arouse the interest it did.

In our dealings with the newspapers we will make progress only to the degree that we proceed on the fair basis of full confidence. With rare exceptions, editors and reporters on reputable newspapers can be absolutely trusted to observe any confidence reposed in them.

To lay all the cards on the table when information is sought by a reputable newspaper, and to explain to the reporter or editor why it might be harmful to print certain facts, will almost invariably prevent the undesired presentation. But once give a reporter or city editor grounds for suspecting that something is being withheld, or that an attempt is being made to "put over" something, and so far as possible the facts withheld will be dug out and printed, or the attempted trickiness so aborted as to prove a boomerang. Our first aim should be not to "get into" newspapers, but to create on their part a desire not only for our news, but for conference with us concerning news that pertains to our field.

(*Continued on page* 461)

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GOSSIP: of People and Things

IN Connecticut they speak of Daylight Saving Time quite chummily as D. S. T. There's a bit of daring in it, too, for Daylight Saving Time, so far as public timepieces go, is prohibited by law. A Connecticut social worker who believes with Mr. Hoover and some others that the Eighteenth Amendment is to be taken seriously, can get innocent compensation out of bootlegging time on her wrist. . . .

In Atlantic City last month another kind of time was invented—J. C. T., or Jewish Conference Time. . . . J. C. T. is one hour slower than D. S. T., which is one hour slower than Standard Time. A meeting which would start at 7 P. M., God's time, is scheduled for 8 P. M., D. S. T., and gets under way at 9 P. M. J. C. T., thus making it conveniently impossible for the speaker who believes that an evening meeting should close about 10:30 to extend his remarks into a life story. And the following morning a 10 o'clock meeting which starts at 11 affords a pleasant interlude for recuperation. . . .

The Jewish Conference of Social Service this year was bifurcated—a three-day meeting at Atlantic City overlapping the annual meeting of the Jewish Community Center Secretaries, and a one-day session at San Francisco as a kindred group of the National Conference of Social Work. . . . What with Pacific Coast Time added to Eastern Standard, D. S. and J. C. Time, one of the delegates found it necessary to stay up all night to snatch a meeting as it sped by. . . . An unusual thing happened at Atlantic City. Jewish delegates from the hinterlands listened for two hours with real interest to the tale of how New York did it. Maybe New York will yet be accepted as part of the United States. . . . The occasion was a report of The Recent Social Survey of New York City and Its Lessons for Other Jewish Communities in the United States, with Dr. Lee K. Frankel lucidly sketching the picture, and Mrs. Sidney C. Borg and others drawing in the details of family welfare, Jewish education, recreation and health, and Dr. Solomon Lowenstein summarizing. . . .

What might have been a battle between board members and social workers in a discussion on what they expect of each other, turned out to be a love feast, with Mrs. Alice I. Liveright and Mrs. Abraham M. Davis doing the amenities. . . . A student of the Training School for Jewish Social Work told what he thinks of social work and social workers; and the old-timers eventually recovered their composure. . . . There was some dancing, some food and much conversation during and after meetings; but it was not here but to a convention of a fraternal order, on the Steel Pier, that fourteen extra policemen were assigned. . . . The social workers were as calm as the sea, and like the sea, washed up some pearls. For example:

"Will the Jews in America pour out 4,000 years of history and culture for the delights of chewing gum, hosiery and safety razors!"—Rabbi Goldman of Cleveland.

"The popular mind still looks on social work [as a profession] as a last resort."—Charles Schottland, student, Training School for Jewish Social Work.

"Once a hobo, always a hobo."—Ralph Astrofsky, Jewish Social Service Association, speaking on transients.

"Synagogues are known [to the transient] as 'factories' and social agencies as 'pay stations'."—Ralph Astrofsky.

"Social workers should use the case method on volunteers."—Mrs. A. N. Davis, board member, of Brooklyn.

"We still like to see children dressed alike and marching in line."—Dr. Boris D. Bogen of Cincinnati, speaking of orphanages.

"God give us men."—Dr. Marino of Atlantic City. To which a feminine social worker in the audience sighed "Amen." Name and address on application to our Advertising Department.

"The Jews must stand like Gibraltar against dissolution and assimilation."—Rabbi Goldman.

ADMINISTRATOR'S GUIDE

DIRECT-BY-MAIL

HOOVEN LETTERS, INC., 387 Fourth Ave., N. Y. C. Individually typewritten letters. Enormous capacity. Low prices. Complete service. Accounts anywhere handled. Completed letters returned by express for local mailing.

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R. ORTHWINE, 344 W. 34th St., N. Y. C. Invincible steel files, letter and cap sizes, with all standard combinations; steel storage cabinets—office furniture, wood and steel, commercial grades and up. Office supplies, marble desk sets, etc. Wholesale and retail, attractive prices—write.

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HOOVEN LETTERS, INC., 387 Fourth Ave., N. Y. C. Individually typewritten letters. Enormous capacity. Low prices. Complete service. We prepare copy and campaigns.

Dr. Boris D. Bogen was elected president, succeeding Samuel A. Goldsmith; Harry Glucksman, Alice I. Liveright and Judge K. Cohen vice-presidents; George W. Rabinoff secretary. The Social Center Secretaries elected Abraham W. Rosenthal, New York City, president; E. J. Londow, Newark, Abram S. Magida, Kansas City, and Esther Jameson, Newark, vice-presidents; Maurice Bisgyer, Washington, secretary-treasurer.

THE fifteenth (1928) Spingarn medal has been awarded Mordecai Wyatt Johnson of Howard University, Washington, D. C., for his successful administration as the first Negro president of the leading Negro university.

Chief of Police August Vollmer of Berkeley, California, will be awarded a medal of honor from the Harmon Foundation on June 26 at San Francisco during the conference of the National Probation Association.

The second annual Institute for Social Workers under the sponsorship of the Michigan Inter-city Conference of Social Workers will be held July 22-27 at Michigan State College, East Lansing.

Zoe R. Marshall of New York City has been appointed a member of the staff of the Division of Negro Work of the North Carolina State Board of Charities and Welfare. She is an experienced case worker and hospital social worker, and a graduate of the Florida A. and M. College, the Atlanta and New York Schools of Social Work. She will do research in Negro child life under a grant from the Rosenwald Fund.

Ralph Barrow of Hartford offers a happy suggestion. "General Motors," says Ralph, "is promoting the idea of two-car families. Why doesn't The Survey try for two-Survey social workers—one copy to give an aura of professional respectability to the office, the other to be read, if and when."

Clark L. Mock, of the Cleveland Chamber of Commerce, has been appointed assistant director of the Welfare Federation of Cleveland. A major portion of his work will be community welfare planning, a study of unemployment, and an inquiry into the division of responsibility between Welfare Federation agencies and county services.

Alan Johnstone, Jr., has resigned as director of the Community Fund of Baltimore and returned to his native town of Newberry, South Carolina, to practice law, manage a cotton plantation and indulge in politics generally. Just before his departure one hundred and fifty civic leaders, board members and social workers gave him a farewell dinner.

Bart Andress has been appointed director of the publicity and public relations department of the Fiscal Service Corporation, New York.

MANY a reader of this page will rise to cheer these words credited in the public prints to the Bishop of Blackburn: "We have sorrowfully to acknowledge that the Kingdom of God is not necessarily the product of committees."

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DIRECTORY OF SOCIAL AGENCIES

AMERICAN BIRTH CONTROL LEAGUE, INC.—Mrs. F. Robertson Jones, President, 104 Fifth Avenue, New York City. Purpose: To teach the need for birth control to prevent destitution, disease and social deterioration; to amend law adverse to birth control; to render safe, reliable contraceptive information accessible to all married persons. Annual membership, $2.00 to $500.00. Birth Control Review (monthly), $2.00 per year.

AMERICAN FOUNDATION FOR THE BLIND, INC.—125 East 46th Street, New York. Promotes the creation of new agencies for the blind and assists established organizations to expand their activities. Conducts studies in such fields as education, employment and relief of the blind. Supported by voluntary contribution. M. C. Migel, President; Charles B. Hayes, Director of Information; Robert B. Irwin, Director of Research.

AMERICAN HOME ECONOMICS ASSOCIATION—Alice L. Edwards, executive secretary, 617 Mills Bldg., Washington, D. C. Organized for betterment of conditions in home, school, institution and community. Publishes monthly Journal of Home Economics; office of editor, 617 Mills Bldg., Washington, D. C.; of business manager, 101 East 20th St., Baltimore, Md.

AMERICAN SOCIAL HYGIENE ASSOCIATION—370 Seventh Ave., New York. To provide a better understanding of the social hygiene movement; to advance sound sex education, to combat prostitution and sex delinquency; to aid public authorities in the campaign against the venereal diseases; to advise in organization of state and local social-hygiene programs. Annual membership dues $2.00 including monthly journal.

ART EXTENSION SOCIETY, INC.—Lois Sue Gordon, Executive Secretary. The Art Center, 65 East 56th Street, New York City. Purpose,—to extend the interest in, and appreciation of, the Fine Arts, especially by means of prints, lantern slides, traveling exhibitions, circulating libraries, etc., etc.

ASSOCIATED GUIDANCE BUREAU, INC.—16 East 53rd Street, New York. Telephone: Plaza 9512. A non-sectarian, non-philanthropic child guidance bureau, employing highest social work standards. Supplies, trains, and supervises carefully selected governesses, tutors, companions, and play leaders. For information address Jess Perlman, Director.

CHILD WELFARE LEAGUE OF AMERICA—C. C. Carstens, director, 130 E. 22nd Street, New York City. A league of children's agencies and institutions to secure improved standards and methods in their various fields of work. It also cooperates with other children's agencies, cities, states, churches, fraternal orders and other civic groups to work out worth-while results in phases of child welfare in which they are interested.

THE CHILDREN'S VILLAGE, INCORPORATED—Dobbs-Ferry-on-Hudson, New York. A national, non-sectarian training school scientifically equipped for the study, education and development of problem boys and girls, on commitment and by private arrangement—ages 7 to 16. Supported largely by voluntary contributions. For further information address Leon C. Faulkner, Managing Director.

COUNCIL OF WOMEN FOR HOME MISSIONS—105 East 22d St., New York. Composed of the Protestant national women's home mission boards of the United States and Canada. Purpose: To unify effort by consultation and cooperation in action.
Florence E. Quinlan, Executive Secretary.
Religious Work for Indian Schools, Helen M. Brickman, Director.
Migrant Work, Edith E. Lowry, Secretary.
Adela J. Ballard, Western Supervisor.
Women's interdenominational groups—state, and local—are affiliated.

GIRLS' FRIENDLY SOCIETY OF THE UNITED STATES OF AMERICA—386 Fourth Ave., New York. Girls and women working together to uphold Christian standards of daily living in the home, in the business world, and in the community. Numbers nearly 50,000, with branches in 44 states.

FEDERAL COUNCIL OF THE CHURCHES OF CHRIST IN AMERICA—Constituted by 28 Protestant communions. Rev. C. S. Macfarland and Rev. S. M. Cavert, Gen. Sec's; 105 E. 22nd Street, New York City.
Dept. of Research and Education, Rev. F. E. Johnson, Sec'y.
Commissions: Church and Social Service, Rev. W. M. Tippy, Sec'y; International Justice and Goodwill; Rev. S. L. Gulick, Sec'y; Church and Race Relations, Dr. G. E. Haynes, Sec'y.

NATIONAL BOARD OF THE YOUNG WOMEN'S CHRISTIAN ASSOCIATIONS—Mrs. Robert E. Speer, president; Miss Anna V. Rice, General Secretary; Miss Emma Hirth, Miss Helen A. Davis, Associate Secretaries; 600 Lexington Avenue, New York City. This organization maintains a staff of executive and traveling secretaries for advisory work in the United States in 1,034 local Y.W.C.A.'s on behalf of the industrial, business, student, foreign born, Indian, colored and younger girls. It has 103 American secretaries at work in 16 centers in the Orient, Latin America and Europe.

NATIONAL CHILD LABOR COMMITTEE—Wiley H. Swift, acting general secretary, 215 Fourth Avenue, New York. To improve child labor legislation; to conduct investigation in local communities; to advise on administration; to furnish information. Annual membership, $2, $5, $10, $25 and $100 includes monthly publication, "The American Child."

NATIONAL CHILD WELFARE ASSOCIATION INC.—(est. 1912, incorp. 1914). 70 Fifth Ave., N.Y.C. (Tel. Algonquin 9690). Promotes as its chief object the building of character in the children of America through the harmonious development of their bodies, minds and spirits. Its method is in cooperation with other organizations, to originate and disseminate educational material in the form of posters, books, bulletins, charts, slides, and insignia. Through its "Knighthood of Youth" it provides homes, schools and church schools with a method of character training through actual practice. Officers: Dr. John H. Finley, Pres.; Charles F. Powlinson, Gen. Sec'y.

THE NATIONAL COMMITTEE FOR MENTAL HYGIENE, INC.—Dr. William H. Welch, honorary president; Dr. Charles P. Emerson, president; Dr. Frankwood E. Williams, medical director; Dr. Clarence J. D'Alton, executive assistant; Clifford W. Beers, secretary; 370 Seventh Avenue, New York City. Pamphlets on mental hygiene, mental and nervous disorders, feebleminded-ness, epilepsy, inebriety, delinquency, and other mental problems in human behavior, education, industry, psychiatric social service, etc. "Mental Hygiene," quarterly, $3.00 a year; "Mental Hygiene Bulletin" monthly, $1.00 a year.

NATIONAL CONGRESS OF PARENTS AND TEACHERS—Mrs. S. M. N. Marrs, President. Mrs. A. C. Watkins, Executive Secretary, 1201 Sixteenth Street, N. W., Washington, D. C. To develop cooperation between home and school, and an informed public opinion which will secure highest advantages for all children.

NATIONAL CONFERENCE OF SOCIAL WORK—Porter R. Lee, president, New York, N. Y.; Howard R. Knight, sec'y, 277 E. Long St., Columbus, O. The conference is an organization to discuss the principles of humanitarian effort and to increase the efficiency of social service agencies. Each year it holds an annual meeting, publishes in permanent form the Proceedings of the meeting, and issues a quarterly Bulletin. The fifty-sixth annual meeting of the Conference will be held in San Francisco, California, from June 26th to July 3rd, 1929. Proceedings are sent free of charge to all members upon payment of a membership fee of five dollars.

NATIONAL COUNCIL OF JEWISH WOMEN—Mrs. Joseph E. Friend, President; Mrs. Estelle M. Sternberger, Executive Secretary, 2109 Broadway, New York City. Program covers twelve departments in religious, educational, civic and legislative work, peace and social service. Official publication: "The Jewish Woman."
Department of Immigrant Aid and Immigrant Education, 799 Broadway, New York City. For the protection and education of immigrant women and girls. Maintains Bureau of International Service. Quarterly bulletin, "The Immigrant." Mrs. Maurice L. Goldman, Chairman; Cecilia Razovsky, Sec'y.
Department of Farm and Rural Work, Mrs. Elmer Eckhouse, Chairman, 5 Columbus Circle, New York City. Program of education, recreation, religious instruction and social service work for rural communities.

NATIONAL HEALTH CIRCLE FOR COLORED PEOPLE, INC.—370 Seventh Avenue, New York City. Col. Theodore Roosevelt, Honorary President; Dr. Jesse E. Mooreland, Pres.; Dr. George C. Booth, Treasurer; Miss Belle Davis, Executive Secretary.
To organize public opinion and support for health work among colored people.
To create and stimulate health consciousness and responsibility among the colored people in their own health problems.
To recruit, help educate and place young colored women in public health work.
Work supported by membership and voluntary contributions.

NATIONAL ORGANIZATION FOR PUBLIC HEALTH NURSING—370 Seventh Avenue, New York, N. Y. Mrs. Anne L. Hansen, President. Organized to promote public health nursing, establish standards, offer field advisory service, collect statistics and information on current practices. Official monthly magazine: *The Public Health Nurse.*

NATIONAL SOCIETY FOR THE PREVENTION OF BLINDNESS—Lewis H. Carris, Managing Director; Mrs. Winifred Hathaway, Associate Director; B. Franklin Royer, M.D., Medical Director; Eleanor P. Brown, Secretary, 370 Seventh Avenue, New York. Studies scientific advances in medical and pedagogical knowledge and disseminates practical information as to ways of preventing blindness and conserving sight. Literature, exhibits, lantern slides, lectures, charts and co-operation in sight-saving projects available on request.

THE NATIONAL TRAINING SCHOOL FOR INSTITUTION EXECUTIVES AND OTHER WORKERS—At the Children's Village, Dobbs-Ferry-on-Hudson, New York. To furnish adequate training to properly qualified people wishing to engage in, or already engaged in, institution work. Provides opportunity for carefully guided study in all phases of institution management and activities. Aims to furnish a trained personnel for child caring Institutions. The first and only school of its kind in the country. For further information address Leon C. Faulkner, Managing Director.

NATIONAL TUBERCULOSIS ASSOCIATION—370 Seventh Ave., New York. Dr. Eugene L. Opie, president; Dr. Kendall Emerson, managing director. Pamphlets of methods and program for the prevention of tuberculosis. Publications sold and distributed through state associations in every state. Journal of the Outdoor Life, popular monthly magazine, $2.00 a year; American Review of Tuberculosis, medical journal, $8.00 a year; and Monthly Bulletin, house organ, free.

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DIRECTORY OF SOCIAL AGENCIES

NATIONAL WOMEN'S TRADE UNION LEAGUE OF AMERICA — Mrs. Raymond Robins, honorary president; Miss Rose Schneiderman, president; Miss Elisabeth Christman, secretary- treasurer; 311 South Ashland Boulevard, Chicago, Ill. Stands for self-government in the work shop through trade union organization; and for the enactment of industrial legislation. Official publication, Life and Labor Bulletin. Information given.

NATIONAL URBAN LEAGUE — For social service among Negroes. L. Hollingsworth Wood, pres.; Eugene Kinckle Jones, exec. sec'y; 17 Madison Ave., New York. Establishes committees of white and colored people to work out community problems. Trains Negro social workers. Publishes "Opportunity"—a "journal of Negro life."

PLAYGROUND AND RECREATION ASSOCIATION OF AMERICA — 315 Fourth Ave., New York City. Joseph Lee, president; H. S. Braucher, secretary. To bring to every boy and girl and citizen of America an adequate opportunity for wholesome, happy play and recreation. Playgrounds, community centers, swimming pools, athletics, music, drama, camping, home play, are all means to this end.

RUSSELL SAGE FOUNDATION—For the Improvement of Living Conditions—John M. Glenn, dir.; 130 E. 22nd St., New York. Departments: Charity Organization. Delinquency and Penology, Industrial Studies, Library, Recreation, Remedial Loans, Statistics, Surveys and Exhibits. The publications of the Russell Sage Foundation offer to the public in practical and inexpensive form some of the most important results of its work. Catalogue sent upon request.

TUSKEGEE INSTITUTE— An institution for the training of Negro Youth; an experiment in race adjustment in the Black Belt of the South; furnishes information on all phases of the race problem and of the Tuskegee idea and methods; Robert R. Moton, principal; W. H. Carter, treasurer; A. L. Holsey, secretary, Tuskegee Institute, Ala.

WORKER'S EDUCATION BUREAU OF AMERICA — A cooperative Educational Agency for the promotion of Adult Education among Industrial Workers. 476 West 24th Street, New York City. Spencer Miller, Jr., Secretary.

(*Continued from page* 458)

Only a few weeks ago a newspaper reporter who covers the Juvenile Court telephoned the executive head of a child welfare agency in a large city with regard to a story concerning an unmarried mother. The facts in this story had been brought out in open court, and therefore were public property. However, this reporter had on several occasions been so fairly treated by the agency in question that he did not wish to make any presentation which might prove harmful to the woman, and he willingly abided by the executive's advice to print nothing. This is an extreme example, but it actually happened, and it evidences the truth of the statements just made.

Newspaper publicity is only one form of publicity which social welfare agencies may secure, and the news situation today is such that there must be a gradually decreasing use of this form in metropolitan dailies. So only items of genuine or widespread news interest should be submitted. In the smaller cities and towns the situation is different. In many instances the editor of a small newspaper welcomes matter which could not be considered by metropolitan newspapers. He has more space available.

The fundamental thing to remember in publicity of any sort, is that we have something worth saying before we try to say it. Also we must not forget that even though we have something worth saying, it is easy to nullify its value by saying it the wrong way; by over-emphasis of technique and under-emphasis of human-interest, which is the vital link in the chain between the work we are doing and public interest in that work.

I know we constantly are hampered by that confidential relation between agency and client which hinders the use of names and addresses in many situations that would provide excellent publicity material if these details could be included. This is a subject that deserves separate consideration, for it cannot create among its clients, at least a certain proportion of them, a feeling which will in many instances permit the use of these necessary details. And it is possible at times to permit the publication of pictures which now play such an important part in the daily news.

One department of social service publicity which is ripe for revolution is that which includes annual reports, monthly or weekly bulletins, occasional pamphlets, Christmas geetings, and the important item of letterheads.

There is no reason why such publications and printed matter should not be highly attractive in appearance and carefully chosen as to color, design and titles. At present probably 75% of the annual reports put out by social welfare agencies are merely glanced at, then set aside for a future reading which never eventuates, or thrown in the wastebasket. There is nothing about them compelling to the eye or inviting to the brain behind that window. The forty-first annual report of the John Jones Home for Motherless Babies, a 24- or 36-page booklet bound in dust color and filled with dry-as-dust details, in unattractive type, has small chance of being read by anyone not personally interested in the conduct of the institution. The letterhead used by the community fund in a certain city of more than half a million would cause anyone who did not know this group to regard it as a fly-by-night bunch.

All such publications and printed matter constitute an important part of our contact with the public. Some day some child welfare agency will print as its annual report a simple story of some of the compelling human situations with which it has dealt; boil down its statistics to half a page, or omit them entirely, and so attractively bind and title it as to make a second or third edition necessary. When that happens, even though the "report" merely mentions the name of the organization, it will be worth more as publicity than a hundred of the conventional kind, which reflect waste of time, material and money, and are so rated by the public.

Once again remember this—that nobody knows anything about anything. That is the stone upon which to build if we are to harbor any hope of so educating the public that some day it gladly will say to us, "Thank you, we have no further need for your services."

THE NAMES of persons who have not contributed to the Christmas seal sale should be dropped from prospect lists sooner than is the usual practice, according to Harry L. Hopkins, secretary of the New York Tuberculosis and Health Association. Mr. Hopkins has made a study of the seal sale in five cities. His study reveals that while old prospect names comprise one-fourth of the lists used, only 4 per cent of the funds subscribed came from these lists, and most of the undeliverable mail was attributed to them.

Old contributors, the study showed, contributed between 71 and 89 per cent of all funds raised, while old contributors plus new names produced from 91 to 97 per cent.

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MEN interested in advancing in the field of institution and social work are wanted as students in The National Training School for Institution Executives and Other Workers. See classified Ad on Page 463.

WORKERS WANTED

WANTED: Boys' worker, unmarried, fall 1929. Must have had experience. Denison House, 93 Tyler Street, Boston, Massachusetts.

WANTED: Social Case Worker in progressive mid-western city of 65,000. State qualifications, experience, and salary expected. 6403 SURVEY.

WANTED: Trained, experienced family case worker for progressive Southern Pennsylvania Community of 65,000. Salary $1400. Good opportunity. Apply 6378 SURVEY.

SITUATIONS WANTED

WOMAN EXECUTIVE, well trained, with eight years experience in directing case work, desires connection in progressive agency. 6412 SURVEY.

YOUNG MAN, age 35, college and university trained fifteen years experience, (nine as superintendent of Jewish Orphanage) desires similar position. Wife able social worker. 6394 SURVEY.

PUBLIC HEALTH EXECUTIVE, college woman, registered nurse especially equipped to handle child health and behavior problems in children, desires community or health center work. 6401 SURVEY.

SOCIAL WORKER—young woman, experienced in Medical Social Work, Placing and Follow-up, desires to change position. Pennsylvania, New Jersey preferred, others considered. College, School of Social Work training. 6408 SURVEY.

EDUCATIONAL SUPERVISOR, with teaching experience, ten years in social case work agency, will be available soon. 6409 SURVEY.

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WILLIAM D. CAMP, *President*

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Social Work Dept. in charge of Pauline R. Strode, Ph.B. University of Chicago and graduate of Chicago School of Civics and Philanthropy

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PHYSICIAN, married, large experience social service, tuberculosis, and public health work in United States and abroad, desires position with social or other organizations in the South or Southwest where above qualifications and experience would be of value. 6388 SURVEY.

EXECUTIVE DIRECTORSHIP of Synagogue or Community Center or Y.M.H.A. desired by young man experienced in membership, fund-raising and organizer of activities. Good personality. 6402 SURVEY.

PROTESTANT WOMAN, experienced in institutional work, desires a position as Superintendent or Matron in Home for Children or Day Nursery. No preference as to locality. 6406 SURVEY.

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